



*City of Naples*



COMMUNITY  
REDEVELOPMENT  
PLAN  
1994

## **COMMUNITY REDEVELOPMENT PLAN**

Appreciation is extended to the following people for their dedication and numerous hours of work in developing the Community Redevelopment Plan:

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**TABLE OF CONTENTS**  
**COMMUNITY REDEVELOPMENT PLAN**  
**MAY 18, 1994**

	<u>Page</u>
<u>PURPOSE OF THE PLAN</u>	1
Introduction	1
Severability	1
Background	2
<u>CONFORMANCE WITH COMPREHENSIVE PLAN</u>	7
<u>GOALS, OBJECTIVES, AND POLICIES</u>	9
Redevelopment Goals/Objectives/Policies	9
<u>EXISTING USES AND CONDITIONS</u>	14
<u>PROPOSED REDEVELOPMENT, IMPROVEMENTS, AND REHABILITATION</u>	25
Land Use/Zoning	25
Traffic/Circulation Plan	35
Corridor Management/Design	41
Recreation and Open Space	42
Public Facilities	45
Cultural Facilities	46
Acquisition of Land	48
Demolition of Building	49
<u>RESIDENTIAL USE ELEMENT</u>	50
<u>NEIGHBORHOOD IMPACT ELEMENT</u>	56
<u>IMPLEMENTATION, ENFORCEMENT AND CONTROLS</u>	60
<u>FINANCING AND PROJECTED COSTS</u>	61

## TABLES

Table 1	Existing Park Facilities in Redevelopment Area	17
Table 2	Unbuilt portions of Approved Planned Developments in Redevelopment Area	21
Table 3	Existing Permitted Uses and Development Standards in Redevelopment Area	22
Table 4	Residential Units by Subdistrict in Redevelopment Area	50
Table 5	Projected Costs of Publicly Funded Projects	64
Table 6	Capital Improvement Projects	65

## MAPS

Map 1	Initial Redevelopment Study Area	3
Map 2	Redevelopment Area Boundaries	5
Map 3	Number of Dwelling Units Per Block in Redevelopment Ar	16
Map4	Existing Open Space in Redevelopment Area	18
Map 5	Existing Zoning in Redevelopment Area	19
Map 6	Vacated Rights of Way in Redevelopment Area	24
Map 7	Existing Primary Land Uses in Redevelopment Area	26
Map 8	Building Orientation Requirements in Redevelopment Are	32
Map 9	Existing Circulation Plan in Redevelopment Area	36
Map 10	Traffic Counts in Redevelopment Area	37
Map 11	5 Year Road Overlay Program in Redevelopment Area	38
Map 12	Existing Recreation Facilities in Redevelopment Area	43
Map 13	Types of Housing Units by Subdistrict in Redevelopment	51
Map 14	City Owned Affordable Housing Site	57

## APPENDICES

A	Legal Description of Redevelopment Area Boundaries	67
B	Finding of Necessity Resolution	69
C	Creating Community Redevelopment Agency Resolution	75
D	Fifth Avenue South Master Plan (Separate Cover)	80
E	Certain Sections of the Comprehensive Plan	81

*PURPOSE OF THE  
PLAN*

## INTRODUCTION

This Community Redevelopment Plan (the "Plan") for the Community Redevelopment Area established in Naples, Florida has been prepared by the Community Redevelopment Agency (CRA) and its Advisory Board pursuant to the Community Redevelopment Act, Chapter 163, Part III, Florida Statutes.

The City Council (the "City Council") of the City of Naples found that the downtown area of Naples contained deteriorated and deteriorating land uses and vacant, nonconforming or underutilized properties and a shortage of affordable housing which do not contribute to the creation of a prosperous, viable downtown center. The primary goal of the City Council is to provide a tool through the Community Redevelopment Agency to guide the various private and public efforts that will be needed to stimulate economic development, improve the physical characteristics, and encourage development and redevelopment within the Community Redevelopment Area. This Plan provides the framework for coordinating and facilitating public and private redevelopment and investment within the Naples Community Redevelopment Area.

The Community Redevelopment Act, (the "Act") Chapter 163, Part III, Florida Statutes, provides the statutory authority to adopt and implement this Plan. The Act grants municipalities and community redevelopment agencies the authority to undertake community redevelopment and related activities upon the City Council finding that one or more slum or blighted areas, or one or more areas in which there is a shortage of housing affordable to residents of low or moderate income, including the elderly exist within the City; and the rehabilitation, conservation, or redevelopment, or a combination thereof, of such areas is necessary in the interest of the public health, safety, morals, or welfare of the residents of the City. Upon approval of this Plan by the City Council, the Community Redevelopment Agency is charged with implementing the Plan in accordance with its terms.

## SEVERABILITY

If any provision, section, or clause of this Community Redevelopment Plan is held to be invalid, unconstitutional, or otherwise illegally infirm, such decision shall not affect the validity of the remaining portions of this Plan.

## BACKGROUND

The City Council decided to establish a Community Redevelopment Agency based primarily on the recommendation of a redevelopment task force. The City Council created the Redevelopment Task Force (the "Task Force") in February, 1992 and appointed nine citizens who either owned businesses or property in the downtown area as members of the Task Force. The mission statement charged the Task Force with the responsibility of preparing a comprehensive report dealing with various aspects of redevelopment along the U.S. 41 corridor in downtown Naples.

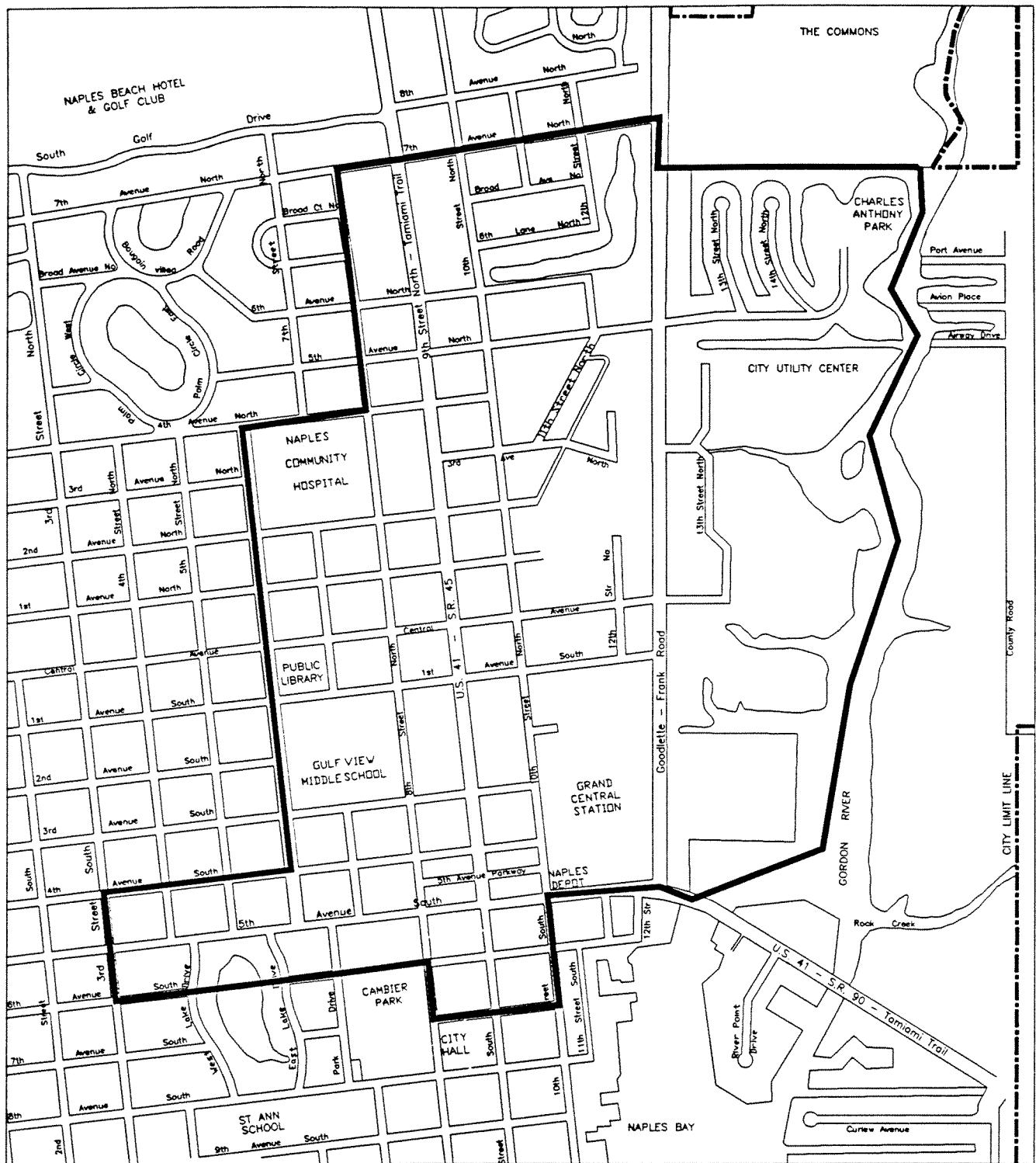
The Task Force identified a study area which is generally described as including that area bounded on the north by 7th Avenue North, on the east by the Gordon River, on the south by 6th Avenue South, and on the west, 6th Street. It also included that portion of 5th Avenue South continuing westerly to 3rd Street South. The initial Redevelopment Study Area is shown on Map 1. The total study area encompassed some 575 acres of land. The Task Force recommended, based on its analysis of the conditions within this area and the public input received, that the boundaries of the study area become the boundaries of the Community Redevelopment Area.

The Task Force identified the existing conditions within the study area, the magnitude of the redevelopment effort needed and the financial resources available. The Task Force invited guest panelists to their meetings to provide the Task Force with input and ideas relative to the study area. Each meeting had a public input session. Based upon the months of deliberation and substantive amount of public information gathered, the Task Force developed a vision for redevelopment in the study area as follows:

The vision of Naples is largely tied to actions that will encourage the re-use of land. Incentives need to be designed to help property owners join forces with developers to respond to contemporary and future definitions of market demand. At the same time, the integrity of the Naples experience needs to be protected and enhanced.

The Task Force presented its findings to the City Council in July, 1992 and unanimously recommended that the City Council proceed with the creation of a Community Redevelopment Agency. As stated in its report "It is our belief that time is now running short and that failure by City government and the community to act on the recommendations of this Task Force could substantially result in continued decline in the quality of life in the Naples Central Business District."





## REDEVELOPMENT AREA



### REDEVELOPMENT TASK FORCE STUDY AREA MAP 1

- CITY LIMIT LINE
- REDEVELOPMENT STUDY AREA BOUNDARY

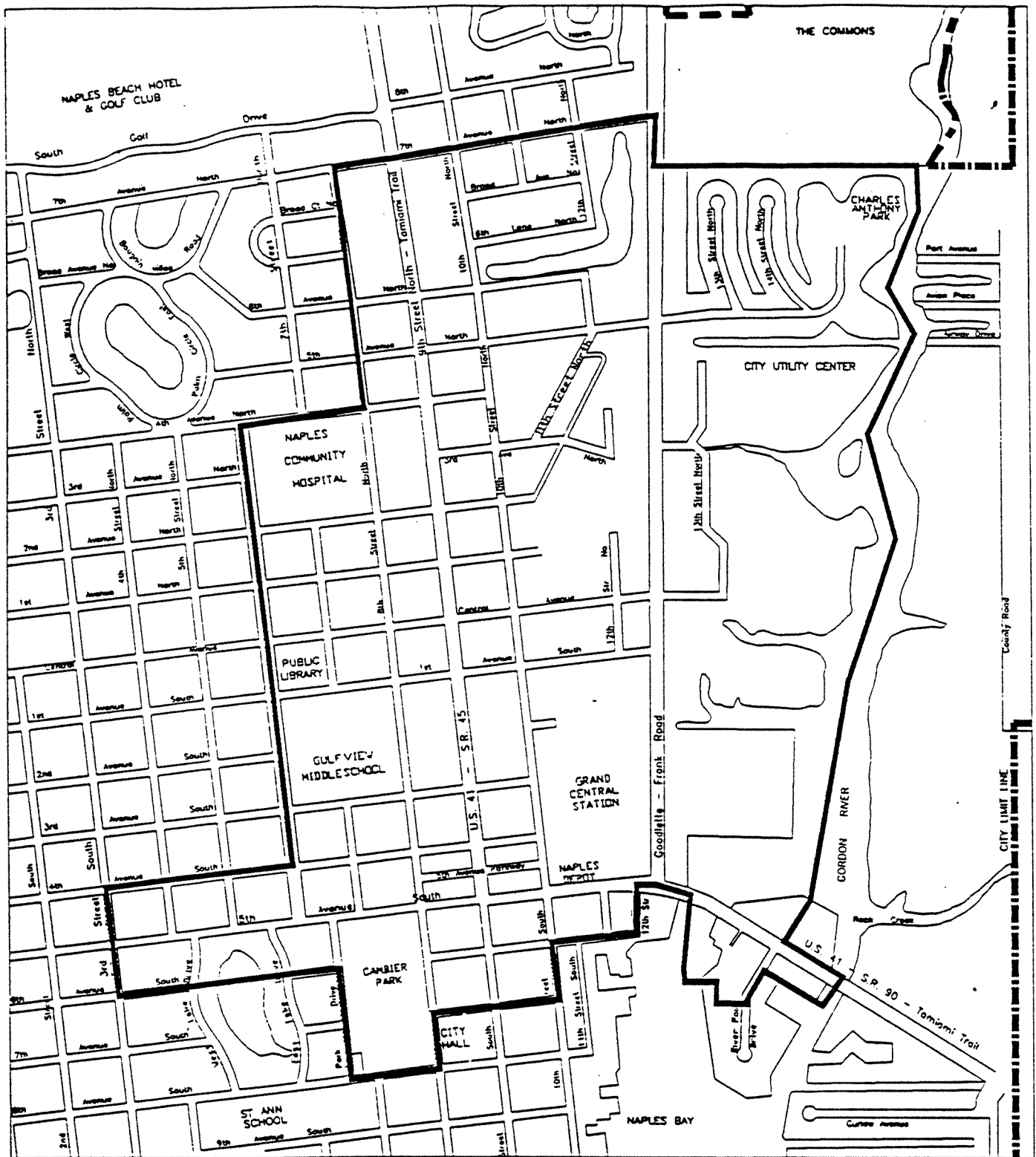


The City Council subsequently established a Community Redevelopment Advisory Board (the "Advisory Board"). Most of the members of the Task Force agreed to continue to serve on the newly formed Advisory Board.

The City Council directed the Advisory Board to proceed in collecting the data and preparing the analysis necessary to determine if the requirements of the Act could be met for the creation of a Community Redevelopment Agency. The Advisory Board worked with the City staff to develop the Report on the Determination of the Finding of Necessity for the Creation of a Community Redevelopment Agency (the "Finding of Necessity Report") dated December 21, 1993. As the Advisory Board continued its investigation of the downtown area, it determined that the redevelopment study area should be expanded to include two areas: Cambier Park because of its direct relationship with 5th Avenue South and the majority of properties along the U.S. 41 corridor to the east of the existing boundary so that the entrance into Naples and the downtown area would be included within the redevelopment area. These additions increased the redevelopment area from approximately 575 acres to approximately 609 acres. The boundaries of the Redevelopment Area (the "Redevelopment Area") are shown on Map 2 and are legally described in Appendix A. The Finding of Necessity Report concluded that the Redevelopment Area has obsolete buildings; deteriorated, vacant lots and buildings; high density and overcrowding in the residential areas; conditions which endanger property by fire; faulty lot layout; diversity of ownership of small lots which makes reassembly difficult or impossible without public incentives; and a shortage of affordable housing.

On January 5, 1994, at a duly noticed meeting, the City Council was formally presented with the Finding of Necessity Report and heard additional testimony as to the existing conditions within the Redevelopment Area. Based upon the information presented at that meeting, the City Council adopted Resolution No. 94-7098 (the "Finding of Necessity Resolution") making the requisite findings and determining the need for a Community Redevelopment Agency. On January 5, 1994, the City Council enacted Resolution No. 94-7099 creating a Community Redevelopment Agency ("CRA") and appointing the members of the City Council to serve as its Board of Commissioners. See Appendix B - "Copies of Finding of Necessity" Resolution and Appendix C Resolution "Creating Community Redevelopment Agency".

The CRA directed the Advisory Board to proceed with the development of a community redevelopment plan and that substantial public input should be obtained. During the first week of January, 1994 six public input sessions were held by the Advisory Board in order to obtain public opinions and suggestions



## REDEVELOPMENT AREA



SCALE: 1"=1000'

### COMMUNITY REDEVELOPMENT AREA 1994 MAP 2

- REDEVELOPMENT AREA BOUNDARY
- CITY LIMIT LINE

for improvements within the Redevelopment Area. All property owners and merchants within the Redevelopment Area were invited by letter to these meetings as were those within the first block immediately adjacent to the boundaries of the Redevelopment Area. Six additional public input sessions were held the first week of March, 1994 to respond to the input received at the first round of public input meetings and to receive additional input. The input from these meetings provided a significant amount of the foundation for this Plan.

In August, 1993, the Fifth Avenue South Property Owners' Association, with the assistance of a grant from the City Council, retained the firm of Andres Duany/Elizabeth Plater-Zyberk ("Duany") to develop a master plan and retail recommendations for the area known as the Fifth Avenue South District, which is situated within the redevelopment area. A charrette was conducted in October, 1993 resulting in the development of a master plan (the "Fifth Avenue South Master Plan")<sup>1</sup> for the Fifth Avenue South District. A second charrette was subsequently conducted in December, 1993 to address redevelopment activities involving Cambier Park, also situated within the Redevelopment Area. The Fifth Avenue South Master Plan is included as Appendix D to this Plan and is incorporated as if fully set forth herein.

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<sup>1</sup>"Fifth Avenue South Master Plan" as used in this Plan refers to Volume 1 of the document entitled "Master Plan and Retail Recommendations for Fifth Avenue South, Final Draft 1994" exclusive of the section thereof entitled "Cambier Park" or "Cambier Park Master Plan" and the reference to Cambier Park on page 17 thereof.

*CONFORMANCE WITH  
COMPREHENSIVE  
PLAN*

## CONFORMANCE WITH THE CITY OF NAPLES COMPREHENSIVE PLAN

The Comprehensive Plan for the City of Naples (the "Comprehensive Plan") provides extensive guidance to downtown vitalization. Many of the pertinent sections of the Comprehensive Plan are found in Appendix E, some of which are discussed in more detail below.

The Comprehensive Plan identifies several planning themes. Three of these themes are directly related to this Redevelopment Plan. These are:

A vital downtown central core - Encourage a vital business and institutional core of the Naples metropolitan area, without encroaching on stable residential areas. Develop an urban design framework to guide central Naples and foster a concern for three dimensional quality of the urban environment.

Transportation and corridor management - Plan for long-range traffic circulation needs and control of adjacent land use, with concentration on density and intensity of land use at urban nodes or urban development concentration points and provisions for open space between them.

Cultural arts and institutions - Provide a framework for cultural diversity and development of the arts and the various components of culture. Create an environment for public and private participation which recognizes the role of the cultural arts in the community.

The Comprehensive Plan addresses the need to incorporate an urban design framework to guide growth and development within the central Naples core study area of which the Redevelopment Area is a part. "The primary challenge for the City is to allow the downtown area to prosper so that it continues to play a strong role in the marketplace. At the same time, however, the City must preserve the physical character, scale and ambiance of its residential neighborhoods." (Comprehensive Plan, Land Use Element, page 53) Land Use, Objective 12 speaks directly to the issue of a design plan for central Naples: "Utilize an urban design framework and develop an urban design plan for the core area of central Naples which considers land use and zoning controls, traffic patterns, parking plans, vehicular and pedestrian circulation and public spaces, design review processes and open space linkages."

Within the Comprehensive Plan, certain areas of the City are identified as "Areas of Special Concern." Many of these areas are adjacent to or within the Redevelopment Area. Certain recommendations and programs have been developed for these Areas of Special Concern. The Areas of Special Concern identified in the Comprehensive Plan within or adjacent to the Redevelopment Area are: "Olde Naples" Area, Fifth Avenue South Shopping District, Naples Industrial Area, Goodlette-Frank Road Area, River Park East, Carver/River Park Neighborhood, Hospital Transition Area, and Tamiami Trail Area.

Many of the programs of this Plan will implement direction provided by the Comprehensive Plan for these Areas of Special Concern. In addition, this Plan implements many of the objectives and policies of the Comprehensive Plan.

With the Comprehensive Plan providing the underlying themes and philosophies for this Plan as well as directing many of its programs, this Plan is consistent and conforms with to the Comprehensive Plan.



*GOALS, OBJECTIVES,  
AND POLICIES*



## REDEVELOPMENT GOALS, OBJECTIVES AND POLICIES

The following redevelopment goals, objectives, and policies of this Plan will guide redevelopment of the City of Naples Redevelopment Area.

### REDEVELOPMENT GOALS:

GOAL: To implement the Community Redevelopment Plan through the exercise by the Community Redevelopment Agency of the authority vested in such agency by the Community Redevelopment Act of 1969, as amended and applicable City Ordinances and Resolutions.

GOAL: To direct the redevelopment, rehabilitation, conservation, or any combination thereof, of the Redevelopment Area in the interest of the public health, safety, morals, or welfare of the residents of the City of Naples.

GOAL: To establish the Redevelopment Area as a focal point for the community by stimulating economic development, improving physical characteristics, and increasing the activities in the downtown.

GOAL: To guide the appropriate reuse and new development and allow for infrastructure and open space needs for the Redevelopment Area.

GOAL: The primary responsibility for redevelopment lies with the private sector; however, the Community Redevelopment Agency and the City of Naples will provide mutually supportive programs in terms of public services, facilities, and other public assistance to the extent deemed necessary or appropriate to achieve the objectives of this Plan.

### OBJECTIVES AND POLICIES

LAND USE OBJECTIVE: To provide a general framework in which the Redevelopment Area will evolve into a more dynamic office, service, medical, retail, financial, cultural, and governmental center with increased residential development, but which shall not be so specific as to constrain or inhibit the initiation of private development in terms of the most effective operation of the marketplace.

### POLICIES:

1. Encourage a land use mix which supports a diversified economic base.
2. Maintain the growth of the commercial sectors in the downtown.

3. Provide for utilizing the waterfront to its best advantage by coordinating with the Waterfront Property Owners Association and encouraging implementation of the regulations for the Waterfront District as adopted by the City Council.
4. Encourage the preservation and protection of the Depot which is listed on the National Register of Historic Places.
5. Plan adequate public infrastructure towards meeting the needs for private development.
6. Increase the visibility, identity and unity of the downtown through physical design, promotion, and improved signage.
7. Develop zoning codes that add greater flexibility in the reuse of existing buildings and sites.
8. Develop building and fire codes that address the special problems associated with the redevelopment of older structures.
9. Streamline the development review and approval process to expedite the implementation of projects within the Redevelopment Area.
10. Encourage property owner and/or merchant associations to develop plans for specific areas and assist in the implementation of those plans.
11. Encourage developers of major office complexes and commercial centers to include open spaces in the form of plaza areas, mini parks or other landscaped open space areas, within their developments.

HOUSING OBJECTIVE: To protect and preserve the stable residential areas within and adjacent to the Redevelopment Area and expand the residential sector of the downtown by facilitating mixed uses in new construction and the rehabilitation of existing structures.

**POLICIES:**

1. Encourage projects which combine residential with commercial or office use.
2. Encourage a variety of housing types and prices within the downtown.

3. Establish specific access management standards and buffering requirements to help ensure that commercial traffic does not encroach into stable residential neighborhoods.
4. Provide a Residential Use Element that satisfies the needs and requirements for housing consistent with Chapter 163.362, Florida Statutes.
5. Monitor the development of the affordable housing project on the City owned property located north of the Naples Daily News and 3rd Avenue North and east of 11th Street North.
6. Monitor and document the success of housing units developed as part of mixed use projects within the Redevelopment Area.
7. Continue to enforce the Minimum Housing Code standards within this Area.
8. Encourage major employers to provide housing for their seasonal employees by permitting mixed use development.

PARKS AND OPEN SPACE OBJECTIVE: To improve the park and open space areas and integrate them into the urban design of the Redevelopment Area.

**POLICIES:**

1. Include both public and private open space within the downtown.
2. Improve the existing facilities and expand the programs offered in the various parks within the Redevelopment Area.

ENVIRONMENTAL OBJECTIVE: To create an attractive, safe and comfortable environment that is conducive to activities during the day and at night.

**POLICIES:**

1. Enhance the visual attractiveness of the downtown through landscape features, pedestrian-scale lighting and street furnishings.
2. Emphasize the pedestrian orientation and scale of the downtown.

3. Develop landscaped entrances or intersections within the Redevelopment Area to provide designed "signature" focal points.
4. Eliminate blighted and dilapidated structures and improve the appearance of vacant lots.
5. Improve street maintenance and encourage building improvements by property owners.
6. Provide shade trees and other canopy features in pedestrian areas of the downtown.
7. Provide for enforcement of zoning codes and regular inspection relative to aesthetic matters to improve the attractiveness of the area.
8. Require replacement of trees removed or eliminated from rights of way by development or redevelopment.
9. Encourage the use of crime prevention through environmental design (CPTED) guidelines in all new construction and renovation.

TRANSPORTATION OBJECTIVE: To provide an integrated transportation system within and to the downtown.

POLICIES:

1. Provide appropriate traffic control devices which are integrated with the design of the downtown and which will improve traffic accessibility and internal circulation.
2. Provide for a more integrated system of conveniently located, visible and readily accessible parking.
3. Establish a safe, comfortable and inviting pedestrian and bicycle circulation system within the downtown.
4. Provide for handicapped individuals in the design of all circulation system elements.
5. Improve accessibility and parking facilities for bicyclists.
6. Continue discussions with DOT regarding U.S. 41 issues.
7. Establish appropriate truck routes through the downtown area.

8. Provide for traffic calming techniques and devices.
9. Provide for greater flexibility in parking codes.

CULTURAL OBJECTIVE: Develop a cultural action plan which is based on a comprehensive needs assessment process. The plan will be used as an agenda for integrating the arts, humanities and cultural amenities of the community.

**POLICIES:**

1. Encourage greater cultural involvement in the downtown.
2. Support a cultural needs assessment team to conduct the survey and assessment work to carry out the development of an action plan.
3. Stimulate greater governmental and public awareness and appreciation of the importance of cultural opportunities in the downtown to the people of the City of Naples.
4. Promote the development of local artists, cultural institutions and community organizations sponsoring cultural activities, and their audiences.
5. Encourage greater and more efficient use of governmental and private resources for the development and support of cultural activities and facilities.

## EXISTING LAND USE IN CENTRAL NAPLES

The Redevelopment Area is shown on Map 2 and is generally described as including that area bounded on the north by 7th Avenue North, on the east by the Gordon River, on the south by 6th Avenue South, and on the west by 6th Street. It also includes that portion of 5th Avenue South continuing westerly to 3rd Street South and Cambier Park in its entirety. It encompasses approximately 609 acres, or about 7.4% of the total land area of the City.

During the 1960s and early 1970s, the area functioned as the central business district for the City and greater Collier County. Beginning in the 1970s, growth patterns in Collier County served to significantly increase population north and east of the City. Commercial areas were built to serve those segments of the population. The opening of Coastland Mall in the mid-1970s moved the City's shopping center to the north.

The location of Naples Community Hospital, Naples City Hall and various other governmental functions, as well as numerous financial institutions, helps to secure the downtown area as a major service and governmental center, but it no longer occupies the dominant position of earlier years. If present trends continue, all remnants of a downtown commercial and service center could be lost. Redevelopment efforts are expected to help reverse this trend.

A parcel by parcel study of the Redevelopment Area was done and is included in the Finding of Necessity Report. Below is a summary of information found in this report.

The area contains a microcosm of land uses found throughout the City. Included are single family residences, multifamily complexes, a wide range of commercial uses, and the City's industrially zoned area. The residential uses comprise approximately 20% of the privately owned land; commercial and industrial uses approximately 55%; and governmental uses, approximately 25%.

Current zoning within the Redevelopment Area limits building heights to three stories. Almost all of the single family residential units are one story in height; the majority of the multifamily complexes are two stories. The majority of the commercial buildings are single story, a reflection of their age; more recent commercial construction tends to be at least two story. Two exceptions to the historic one-story buildings are the four story building which formerly housed the United Telephone switching operations, located at the corner of 5th Avenue South and 8th Street, and Naples Community Hospital, which contains six habitable floors. The hospital's parking garage, opened in 1993, contains seven parking levels but is not physically as tall as the hospital itself.

The Redevelopment Area is deteriorating, both physically and in function. Approximately 80% of the buildings within the Area are twenty or more years old. The requirement for automatic fire sprinklers was not effective until January 1987. In addition, during the years 1988-1992, the redevelopment area contributed 25% of all violations which came before the Code Enforcement Board, indicating lack of maintenance and a large number of nuisance factors within the area. Considered as "legally established nonconformities" and not cited as violations, 70% of the properties within the area do not meet the requirements for the number of parking spaces, 73% do not meet current design standards for parking, and 83% do not meet landscaping requirements.

Within the Redevelopment Area are 628 separate parcels of property, 427 of which are used for commercial, industrial, institutional, and multifamily purposes. Over one-half (53%) of these lots are 15,000 square feet or smaller.

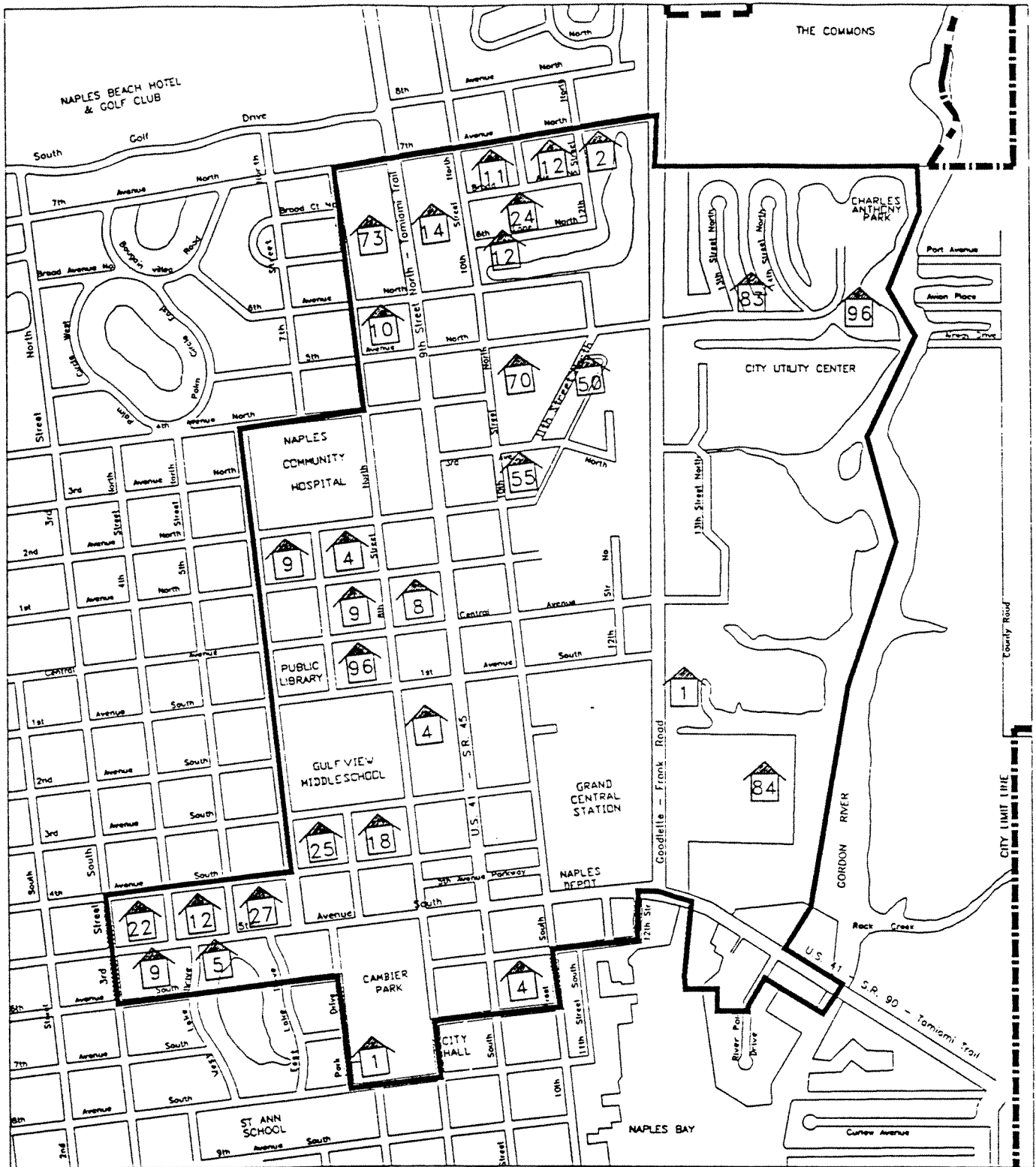
According to the 1990 census, there are 1,654 residents of the Redevelopment Area in a total of 855 dwelling units (see Map 3). Two hundred and one (201) are single family and 654 units are within the 28 multifamily complexes within the area. A 73 unit complex designed for low to moderate income families and elderly is proposed for a 4.9 acre City-owned site. In addition to this project, the Housing Element of the City's adopted Comprehensive Plan projects that by 1998, 304 additional residential units targeted for very low, low, and moderate income individuals, including the elderly, will be needed within the City of Naples. Additional dwelling units within the Redevelopment Area will generally be part of multi-use complexes. Target tenants for this type of housing are young couples beginning their careers and retirees. No significant impact upon school enrollment is expected with the only expected increase resulting from the development of Jasmine Cay, a 73-unit project. The projected number of children is 115. No residents are proposed to be displaced as a result of this Plan.

The Redevelopment Area contains a community park, Cambier Park, two neighborhood parks, Anthony Park and River Park, and two mini-parks, Merrihue and Menefee. The facilities provided are shown in Table 1. This plan contemplates maintaining approximately this same amount of open space.

These City facilities, plus the two mini-parks on Fifth Avenue South, amount to approximately 19-1/4 acres. The adopted level of service standards for recreation facilities, as shown in the Comprehensive Plan, are exceeded for this area.



*EXISTING USES AND  
CONDITIONS*



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Table 1  
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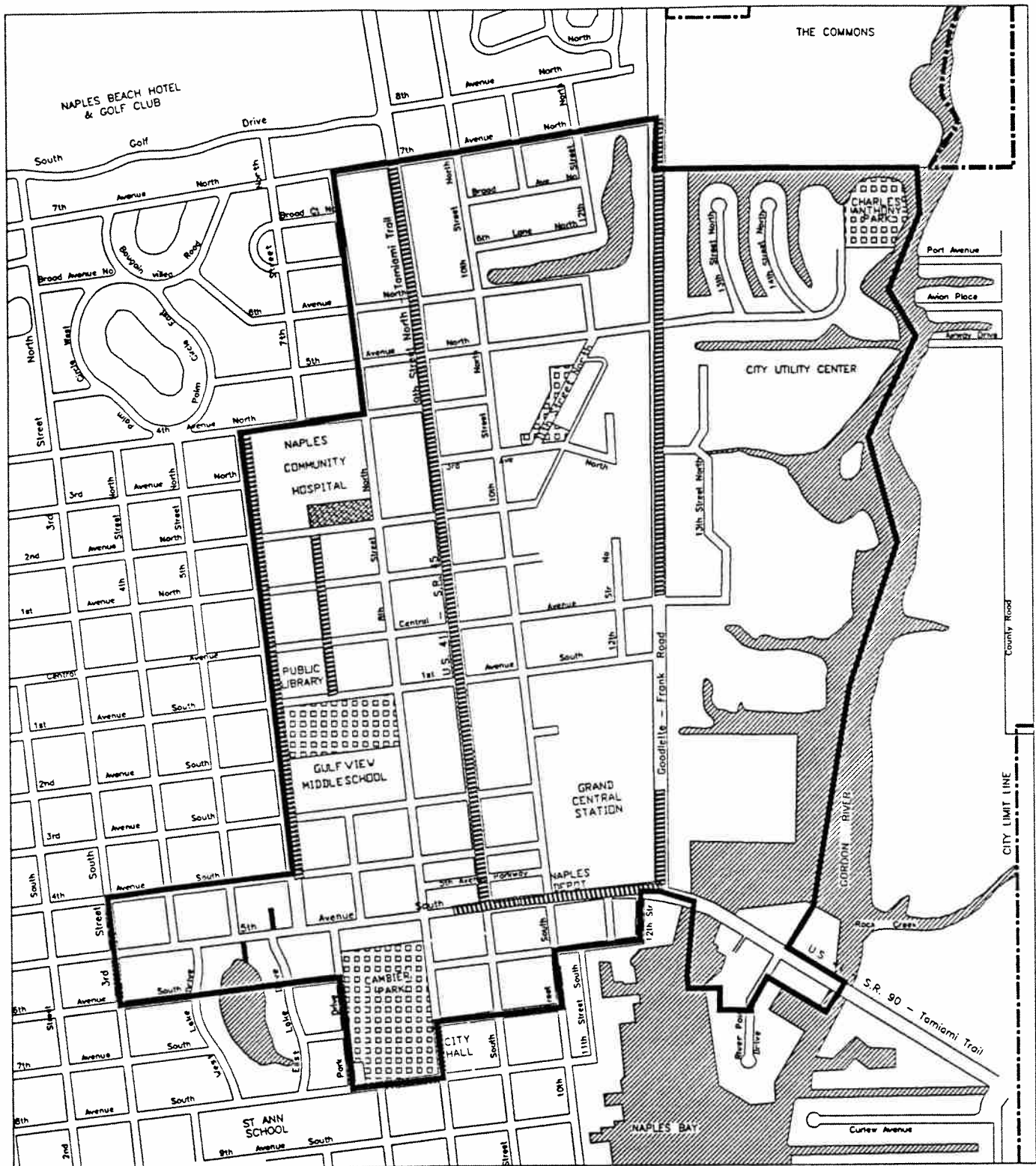
PARK FACILITIES  
REDEVELOPMENT AREA

	Cambier Park	Anthony Park	River Park
Community Center	1	0	1
Playground	1	1	1
Tennis Courts	14	0	0
Baseball Field	1	0	0
Basketball Court	1	1	2
Shuffleboard	12	0	0
Picnic Areas	1	0	0
Racquetball	1	2	0
Swimming Pool	0	0	1
Pavilion	1	0	1
Volleyball	1	1	2
Meeting Rooms	2	0	1
Bandshell	1	0	0

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Source: City of Naples Comprehensive Plan, Appendix 24  
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Also within the Redevelopment Area are 218 acres of right of way. Local roadway widths are typically 24 to 26 feet within 60 to 80 foot rights of way. Significant open, green space is contributed to the area by the landscaping within the rights of way. In addition, 6th Street, 7th Street, and 9th Street within the Area contain center medians which are also landscaped. Although landscaped rights of way and medians add visual open space to the area, these open spaces do not form useable greenways. Map 4 shows the location of existing open space within the Redevelopment Area.

Zoning within the Redevelopment Area is shown on Map 5. This map shows eleven separate districts. Included are R1-7.5, a single family residential district requiring a minimum lot size of 7,500 square feet; R3-12 and R3T-12, multifamily districts allowing a maximum of 12 units per net acre; PS, the public service district which encompasses parks and other institutional facilities; six commercial and industrial zones; and PD, planned development, which allows an owner to establish specific uses and development standards for a parcel of land. There are thirteen approved Planned Developments within

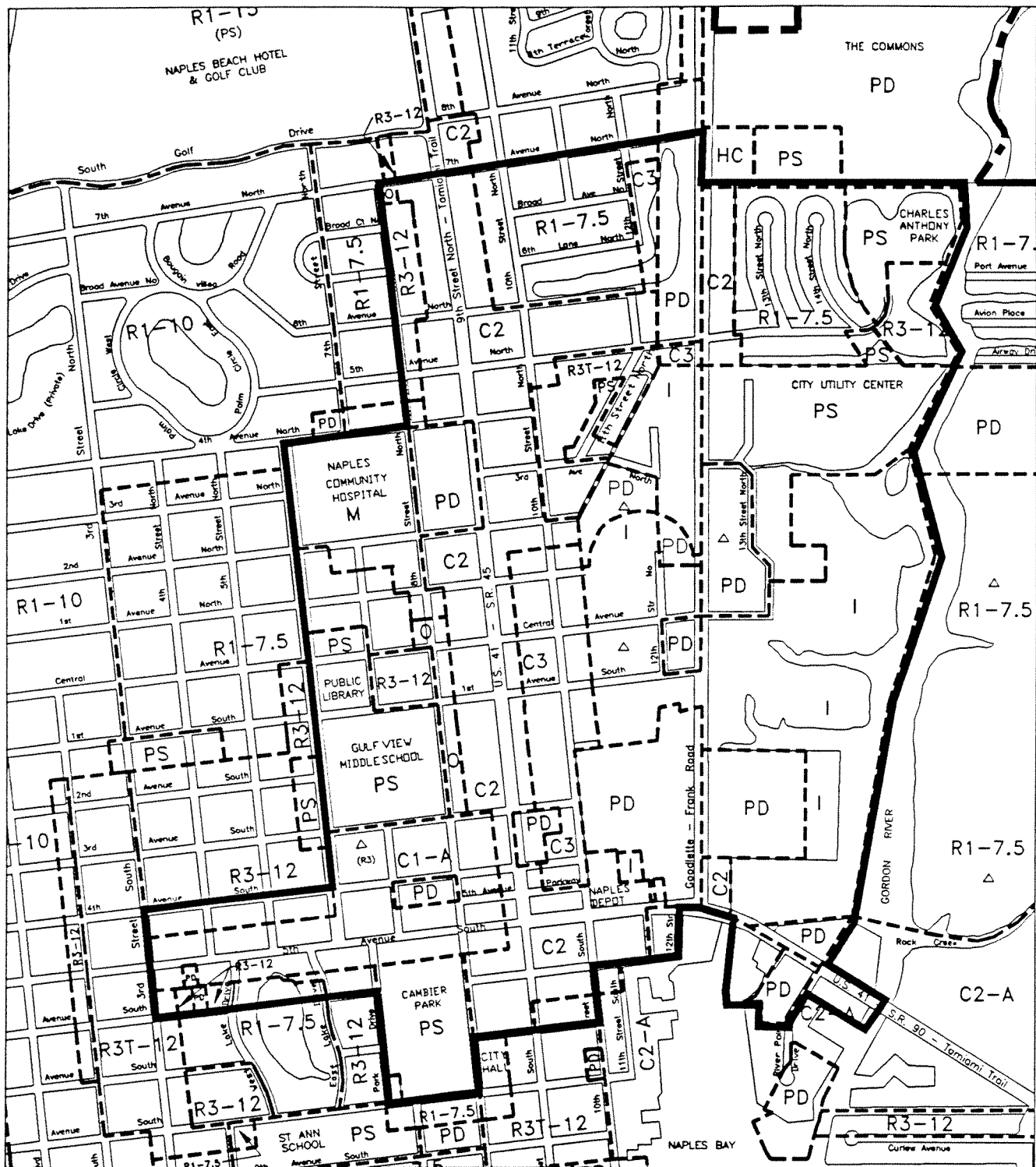


## REDEVELOPMENT AREA

SCALE: 1"=1000'

### EXISTING OPEN SPACE MAP 4

- |   |   |   |
|---|---|---|
|  MINI PARKS          |  ACTIVE PUBLIC PARKS |  CITY LIMIT LINE             |
|  ROAD MEDIANS        |  LAKES, RIVERS       |  REDEVELOPMENT AREA BOUNDARY |
|  PRIVATE OPEN SPACES |   |   |



## REDEVELOPMENT AREA



### EXISTING ZONING DISTRICTS MAP 5

R3-12	MULTI-FAMILY	O	OFFICE	C2-A	WATERFRONT COMMERCIAL	PS	PUBLIC SERVICE
R3T-12	MULTI-FAMILY	HC	HIGHWAY COMMERCIAL	C3	HEAVY BUSINESS	PD	PLANNED DEVELOPMENT
R1-7.5	SINGLE FAMILY	C1-A	LIMITED COMMERCIAL	M	MEDICAL	I	INDUSTRIAL

CITY OF NAPLES, COMMUNITY DEVELOPMENT DEPARTMENT MARCH 1, 1994 REDEV94.DWG

the Redevelopment Area, including the 73 unit housing project on the 4.9 acre City-owned site which does not become effective until the development has secured the necessary financing. These planned developments range in size from under one acre to approximately 17.5 acres. Only two of these planned developments are completely built out. The undeveloped portions of the other developments are listed in Table 2.

The commercial districts within the Redevelopment Area are very similar, permitting an overlapping array of uses. The permitted uses and development standards for these districts are shown in Table 3. The waterfront commercial district, designated as C2-A, is included in this table for comparison purposes, but it is the subject of a separate study.

The original plan of Naples showed a strong grid system of streets, with alleys at mid-block. Within the Redevelopment Area, this grid has been interrupted many times. "Superblocks" have been accumulated to provide the land necessary for community institutions, including Naples Community Hospital, Gulfview Middle School, and Cambier Park, as well as several commercial ventures. The former Seaboard Coast Line Railroad right of way on the west side of Goodlette Road also contributed breaks in the grid, and traffic patterns within the industrially-zoned area are difficult. Alleys within the area have been vacated or have not been maintained, further breaking the grid, particularly for service functions. Rights of way which have been vacated by the City are shown on Map 6.

All public utilities are available within the Redevelopment Area. However, because this was one of the first areas of Naples to develop, the facilities are, in some cases, outdated. Many portions of the area are serviced by overhead electrical installations. The water and sewer facilities are sufficient to handle existing development, but the stormwater collection system is deteriorating.

TABLE 2

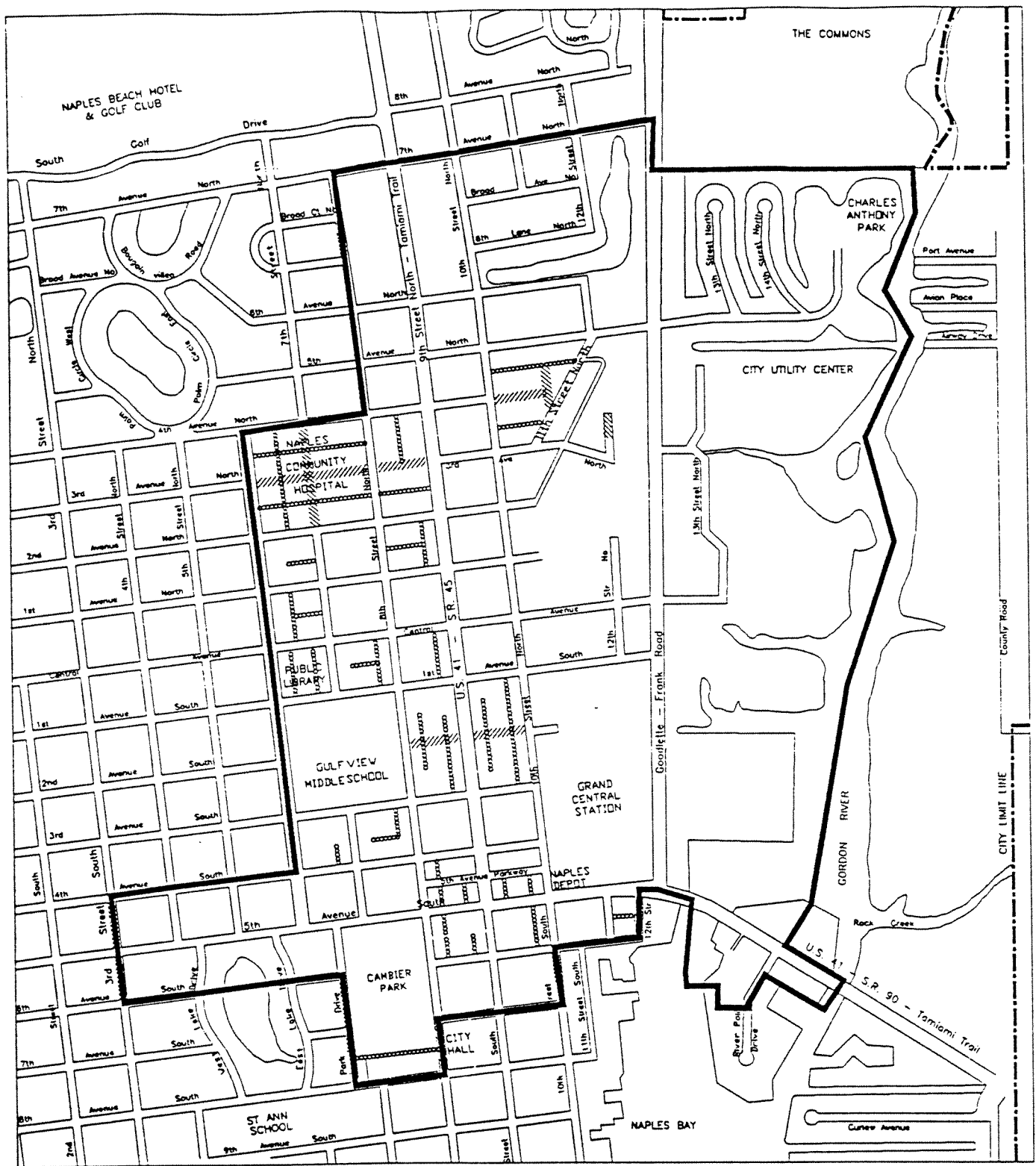
**PLANNED DEVELOPMENTS - CITY APPROVED - PRESENTLY UNBUILT  
REDEVELOPMENT AREA**

File No.	Proper Name	Unbuilt Parcel Size	Bldg. Size.	Bldg. Ht.	Use(s)	PD Expiration
80-R10	Natl. Cap. Invest.	.98 AC	10,000 footprint	Not spec.	Restaurant, bank, office	None
85-R10	John Pulling	7.4 AC	113,800 max.	Two stories	C2	None
87-R5	Springfield Holding	.65 AC	7,000	One story	"Commercial"	
88-R13	Minneapolis Gulf	3.0 AC	10,850 sq.ft.	Two stories	Office, medical	
90-R1	Naples Comm. Hosp.	2.0 AC	180,000 sq.ft.	Four stories	Medical	None
90-R3	Woodford, et al	11.5 AC	40,000 sq.ft. 60,000 sq.ft. 60,000 sq.ft. 20 units 22 boat slips	One story Five story Three story	Existing retail/theater Office Shopping Center Residential	
90-R11	Andrew B. Wolfe	2.32 AC	33 boat slips		Marina	None
91-R3	First Natl. Bank et al	2.76 AC	25,500 sq.ft.	Two story	Retail, restaurant	9/4/96
92-R4	Comm. Dev. Corp.	1.3 AC		One deck	Parking garage	None
93-R1	Trails End	.3 AC	20 units	Three story	Transient lodging	2/17/95
93-R6	Robb, Dering & Assoc.	4.9 AC	73 units	Two story	Affordable housing	None



TABLE 3	ZONING DISTRICTS						
	C1-A	C2	C2-A	C3	M	O	I
<b>Uses:</b>							
Amusement Parlors		C					
Amusement/Recreation			C	C			
Art/Photo Studio	P	P	P	P			P
Bakery	P	P	P	P			P
Boat Sales			P				P
Boat Yards			P				
Bowling Alleys		C					
Building Supplies				P			P
Car Rental		C					
Car Washes		C		C			
Child Care Centers		C					
Churches		C					
Clothing Fabrication				P			P
Cocktail Lounge	P	P	P	P			
Convenience Service	P	P		P			P
Cultural Facilities	P	P	C	P			
Dancing/Entertainment	C	C	C	C			
Drive-in Restaurants		C		C			
Drive-up Windows	C	C		C			
Financial Institutions	P	P		P			P
Fish/Seafood			P				
Fishing Boats			P				
Funeral Homes		C					
Gasoline Service Stations		C		C			P
Hospital Related Comm.					C		
Hospitals					C		
Laundry/Dry Cleaning				P			P
Locksmith Shops				P			P
Maintenance Businesses				P			P
Manufacturing							P
Marinas			P				
Marine R&D Facilities			P				P
Medical Offices	P	P		P	P	P	
New Car Sales		C		P			P
Nursing Homes		C			P		
Offices	P	P	P	P		P	P
Parking Garages	C	C		C	C		
Parking Lots	P	P	P	P	P		
Personal Services	P	P	P	P			P
Pet Shops		P		P			P
Pharmacy					P		
Plant Nursery		C		P			P
Pool Parlor		C					
Printing		P		P			P
Radio/TV Studio		P		P			P
Residential Units	C		C		C		

[illegible]



## REDEVELOPMENT AREA



SCALE: 1"=1000'

## VACATED RIGHTS OF WAY MAP 6

----- VACATED ALLEY  
 ///// VACATED STREET

--- CITY LIMIT LINE  
 --- REDEVELOPMENT AREA BOUNDARY

*PROPOSED  
REDEVELOPMENT,  
IMPROVEMENTS,  
AND  
REHABILITATION*

## PROPOSED REDEVELOPMENT, IMPROVEMENTS, REHABILITATION

### LAND USE/ZONING

As discussed in the previous section, there are currently eleven zoning districts within the Redevelopment Area. Five of the six commercial zones should be reviewed with a view toward simplification of the districts. Those properties with C2-A, Waterfront Commercial, zoning are included in a separate waterfront district study which is expected to recommend changes.

Studies will be conducted of specific areas or corridors within the Redevelopment Area over the next two years. The 5th Avenue South Commercial District has been the subject of a specific study conducted by Andres Duany. The 5th Avenue South Master Plan, which is included herein as Appendix D, includes site-specific recommendations for making the street increasingly pedestrian friendly and lending a "sense of place" to the area. The area surrounding the hospital expected to be studied by staff, with the assistance of the hospital staff, with specific changes to development standards to be completed by December of 1994. The U.S. 41/Tenth Street Corridor is proposed for consultant study, with completion by June of 1995. The balance of the area, expected to be studied by staff, will likewise be completed by June, 1995. As a result of these studies, changes may be proposed to both the Comprehensive Development Code and the Comprehensive Plan.

Pending these specific studies, "primary land uses" are proposed for designated areas as a means of implementing a program for public and private investment in accordance with the policies and objectives of this Plan. Based upon existing conditions and past trends, certain primary land uses are recommended to be located in designated areas for cohesiveness and compatibility. Clustering similar land uses creates a synergy leading to a more viable economic atmosphere. The major economic activities existing within the Redevelopment Area at this time include Naples Community Hospital, government facilities, legal and financial office uses, transient lodging, and restaurants, with retail and service establishments interspersed. In addition, housing is located throughout the area. To achieve the land use objective of this Redevelopment Plan, the primary land uses are proposed in order for the Redevelopment Area to evolve into a more dynamic office, service, retail, medical, financial, cultural, and governmental center targeted to increased residential development.

The six primary land use areas are identified on Map 7. The six land use areas are: (1) Neighborhood commercial; (2) Medical facilities and offices; (3)





Service facilities; (4) Government facilities; (5) Parks, Recreation, and Open Space; and (6) Residential. The remaining areas are within the waterfront district. For the most part, the land use designations reflect current patterns of use. These patterns are compatible with the redevelopment of the downtown so long as reinvestment takes place. Special projects undertaken or supported by the Community Redevelopment Agency and the City of Naples will comprise an important part of such reinvestment by providing the stimulus for private investment..

It is important to note that these proposed primary land uses are not regulatory. At this time, the current zoning is in compliance with the Comprehensive Plan Future Land Use Map. If the specific studies of the various areas within the Redevelopment Area actually propose changes in land use and zoning, it is recognized that such changes may require amending the Comprehensive Plan and Future Land Use Map. The primary land uses are described below.

Neighborhood Commercial: Neighborhood commercial areas are intended to focus primarily on the needs of the residents of Naples for general retail sales, professional offices, personal service establishments such as barber and beauty shops, convenience service establishments, restaurants, and transient lodging. The neighborhood commercial area is the most appropriate location for the creation of mixed use projects, with residential units over the commercial uses. Incentives will be given for the aggregation of properties and performance standards developed for buffering. The greatest portion of the Redevelopment Area falls within this classification. The outline below describes this area.

### Neighborhood Commercial

**PURPOSE:** This district is intended to focus primarily on the needs of the residents of Naples and permits a broad range of retail sales; professional, business, and personal services; financial institutions; convenience service establishments; and restaurants; with a limited number of transient facilities.

**USES:** Generally C-2 Uses/C-3 Uses with design standards

General retail sales  
Personal and convenience services  
Financial institutions  
Offices



Studios  
Restaurants  
Hotels/Motels  
Residential except on 1st Floor

HEIGHT: 3 Stories

Subject to further study, additional height and/or stories may be permitted.

PARKING: Subject to further study, parking requirements may be reduced or design standards modified.

BUFFER: Standards for buffering will be reviewed and developed with the intent to improve the transition between existing commercial and residential neighborhoods and to allow a wide mixture of uses, utilizing special screening requirements to mitigate potentially noxious impacts of outdoor storage, uses producing noise, glare, etc.

Medical Commercial: Medical offices and facilities and their supporting commercial activities, including such facilities as laboratories, florists, pharmacies, and gift shops, are most appropriate in the vicinity of Naples Community Hospital, as well as a limited area on the west side of 8th Street, where one-story medical offices abut single family residential uses. Incentives, perhaps in the form of relaxed parking standards, will be given for medical uses in this area. Mixed use projects, with residential units targeted to medical employees, are also appropriate in this area. The outline below describes this area.

#### Medical Commercial

PURPOSE: This district is intended to cluster medical and medical related uses in the vicinity of Naples Community Hospital.

USES: Primarily "M", Medical, and "O", Office, uses with some C2 uses

Hospital  
Medical offices  
Clinics  
Physical and occupational therapy

Medical laboratories  
Fitness and recreational facilities  
Recreation equipment sales  
Offices  
Support commercial activities: florists  
pharmacies  
gift shops  
book stores  
  
Restaurants  
Transient Lodging  
Residential

HEIGHT: 3 Stories for new buildings

Subject to further study, additional height and/or stories may be permitted.

PARKING: Subject to further study, parking requirements may be reduced or design standards modified.

BUFFER: Standards for buffering will be reviewed and developed with the intent to protect the existing single family neighborhood adjacent to much of this district

Service Commercial: Service facilities are intended to serve the need for heavier commercial uses, such as automobile repair, the Naples Daily News, and construction and utility storage yards. These uses should be located where there is good access to the arterial roadway system and should be well buffered from residential uses. The outline below describes this area.

#### Service Commercial

PURPOSE: This district is intended to serve the need for heavier commercial uses which should be located where there is good access to the arterial roadway system and should be well buffered from residential uses.

USES: Generally C3 and Industrial uses

Automobile agencies  
Automobile repair

Auction businesses  
Car washes  
Gasoline service stations  
Building supply outlets  
Contractors' fabrication, storage and supply establishments  
Maintenance, repair and renovation businesses, packaging,  
manufacturing and/or assembling operations  
Offices  
Plant nurseries  
Rental businesses  
Retail  
Testing/Research and development establishments  
Utility businesses  
Warehousing, wholesaling, or distribution facilities

HEIGHT: 3 Stories

PARKING: Subject to further study, parking requirements may be reduced or design standards modified.

BUFFER: Standards for buffering will be reviewed and developed with the intent to protect residential uses adjacent to this district.

The locations shown for government facilities reflect the current patterns of use, except that an expansion of the Utilities/Community Services Departments has been anticipated to the east of their current location. Parks and Recreation areas also reflect current usage, except that open space along the west bank of the Gordon River has been designated in this classification to allow for the possibility of a linear waterfront park. No changes in the zoning/design standards are anticipated.

The residential uses within the Redevelopment Area typically represent stable neighborhoods; no changes in the boundaries or the zoning/design standards are proposed. The existing single family residential stock is comprised of stable neighborhoods, targeted to a broad spectrum of citizens, from retirees to young families. In general, the existing multi-family complexes are also geared to family living. Both should continue to be provided with good access to commercial uses and improved pedestrian and bicycle access, but protected from further encroachment of commercial zoning. For these areas increased buffering standards and an access management regulation will be proposed. The multifamily area on 8th Street, north of

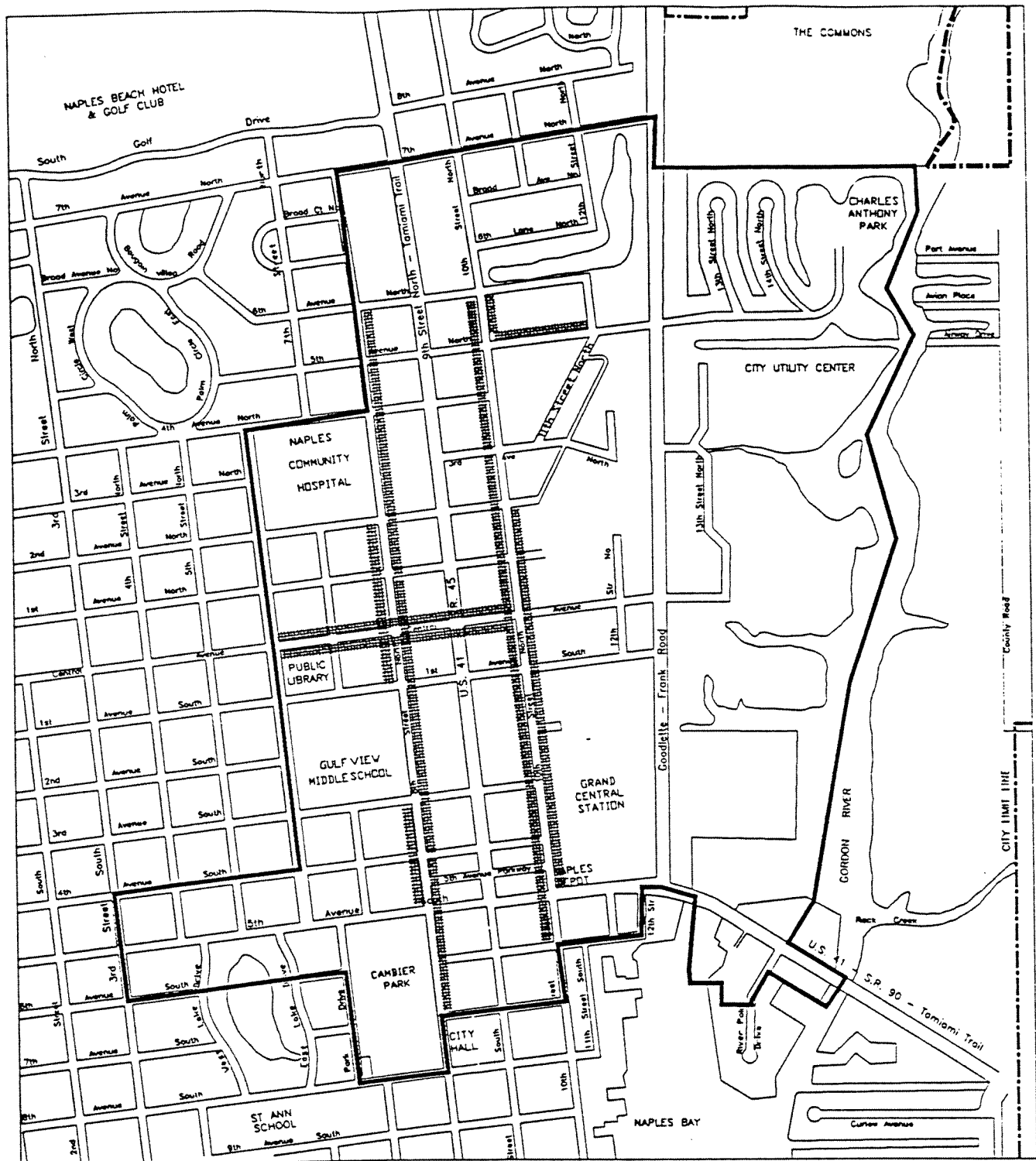
Naples Community Hospital, is almost wholly owned by the hospital to provide housing for their professional employees in close proximity to their workplace. This commitment of the hospital to provide housing for a portion of its workforce is encouraged. Because of the close proximity of the residential to the hospital, it should be recognized that parking requirements are reduced for both uses.

In reviewing the commercial zoning districts, special attention should be given to several aspects of any proposed redevelopment, including orientation of the buildings, aggregation of the properties, simplification of height definitions, and provisions for mixed use developments. These elements are discussed below.

Orientation of Buildings: Outside of the Fifth Avenue South corridor, commercial buildings within the Redevelopment Area should generally be oriented, where possible, to the north/south streets rather the east/west avenues. This orientation will be required through changes in the development standards for any new construction or rebuilding of structures on properties along frontage lines as shown on Map 8. On frontage lines, buildings should present a pedestrian oriented facade to the street sidewalk, with parking and service areas located on the avenues. Renovation to existing buildings should also comply with this orientation, if possible. In order to protect the desired pedestrian scale for these streets, buildings elevated over parking should not be permitted on these frontages.

Aggregation of Properties: Many of the properties within the Redevelopment Area lack sufficient square footage to support modern development. As these small properties come on the market, the Community Redevelopment Agency should encourage their purchase by neighboring owners. If this purchase is not feasible, the Community Redevelopment Agency should explore the possibility of purchasing the land to hold it until adjacent properties become available. In some cases, projects within the area are built over several small parcels. The City should require aggregation of these parcels prior to the issuance of permits for any proposed redevelopment. Revised development standards should include incentives for the aggregation of properties. These incentives could take the form of increased building heights or relaxed parking standards.

Definitions: Building heights within the Redevelopment Area are currently limited to three stories, with differing definitions of measurement of the vertical height of structures. The intent of the Plan is to maintain the three story character of the downtown. Further studies may indicate



## REDEVELOPMENT AREA

SCALE: 1"=1000'

### BUILDING ORIENTATION MAP 8

STREET FRONTAGE LINES

CITY LIMIT LINE

REDEVELOPMENT AREA BOUNDARY

CITY OF NAPLES, COMMUNITY DEVELOPMENT DEPARTMENT MARCH 1, 1994 REDNAPS.DWG

increased height and/or stories is/are appropriate for specific locations, or along specific corridors, within the Area or an increase in height could be offered as an incentive such as for the aggregation of properties. In any case, the definitions of height should be reviewed with a view toward simplification.

Mixed Use Developments: Additional residential units within the area will be part of mixed commercial/residential developments. This type of unit is typically targeted to those who desire a more active streetscape. The Comprehensive Development Code contains density limitations in zoning districts C1-A, C2-A, and M, but does not address densities within mixed use developments, where residential development can be expected to take place on second and third floors. However, densities within commercial districts are limited by maximum coverage of lot by all buildings (building footprints), by minimum dwelling unit square footages (600-900 square feet), and by parking requirements. Therefore, a density cap on mixed use residential is not anticipated.

For this reason and since no particular properties are being targeted for residential development except the City owned property where the 73 unit Jasmine Cay project has been approved, specific densities cannot be predetermined. Because buildings cannot exceed the lot coverage specified for the zoning district in which they are located, incorporating a residential use, which displaces potential commercial uses, will generally decrease the overall intensity of use of the property.

Development and redevelopment within the area must comply with a variety of regulations found within the Comprehensive Development Code and the Code of Ordinances of the City of Naples, including:

- Standard Building Code (1991) with local amendments
- Standard Plumbing Code (1991) with local amendments
- National Electrical Code (1990) with local amendments
- Standard Gas Code, 1991 edition
- Standard Swimming Pool Code (1991) with local amendments
- State of Florida Accessibility Code, 1990 edition
- State of Florida Energy Code, 1990 Edition
- City of Naples Floodplain Management Ordinances
- City of Naples Zoning Ordinance, which includes standards for parking, landscaping, on-site signage, driveways, property numbering, and a number of other issues.
- National Fire Codes, 1985 edition, with local amendments
- Life Safety Code, 1981 Edition
- Local Fire District regulations

In addition, the City has a number of other ordinances regarding backflow prevention, pretreatment of wastes, disposal of hazardous materials, stormwater management, etc. All of these codes will be reviewed and revised to allow greater simplicity and consistency where and as appropriate for the redevelopment of individual properties within the Redevelopment Area. The CRA should also explore and facilitate development of a more streamlined method for obtaining approvals for permits within the Redevelopment Area.

None of the programs mentioned in this element should be undertaken without a clear understanding of their economic impacts, both upon the Redevelopment Area and city-wide. The CRA should encourage activities which contribute to the marketing and promotion of the Redevelopment Area, explore the inclusion of an economic development element within the City's Comprehensive Plan, and investigate and develop when and if appropriate grant and/or loan programs for property owners interested in improving their property.

#### Implementation Programs for Land Use/Zoning

Implement the 5th Avenue South District Master Plan, including the following:

- Bicycle facilities
- Street furniture
- Landscape improvements
- Develop a visual entrance from Four Corners to 5th Avenue South
- Pedestrian scale lighting
- Restore alleys as recommended in the plan
- The Square at 6th Street
- The Plaza at 5th Street

Proceed with consultant studies

- U.S. 41 Corridor land use/design study
- 10th Street land use/design study

Direct staff to complete staff studies

- Hospital area land use/design
- Service facilities land use/design
- Parking, buffering and access standards
- Incentives for the aggregation of properties
- Review all codes to allow for greater simplicity and consistency

Complete required Comprehensive Plan amendments (if any) and  
Comprehensive Development Code changes



Explore streamlining methods for obtaining permit approvals

Direct staff to develop an economic element for the Comprehensive Plan.

Monitor development in Collier County to identify the changing economic environment and its impact on the downtown area of the City in order to make the necessary adjustments to respond to the needs of the marketplace.

Encourage and assist commercial property owners and merchants to form associations to develop long-range plans and promote their individual areas.

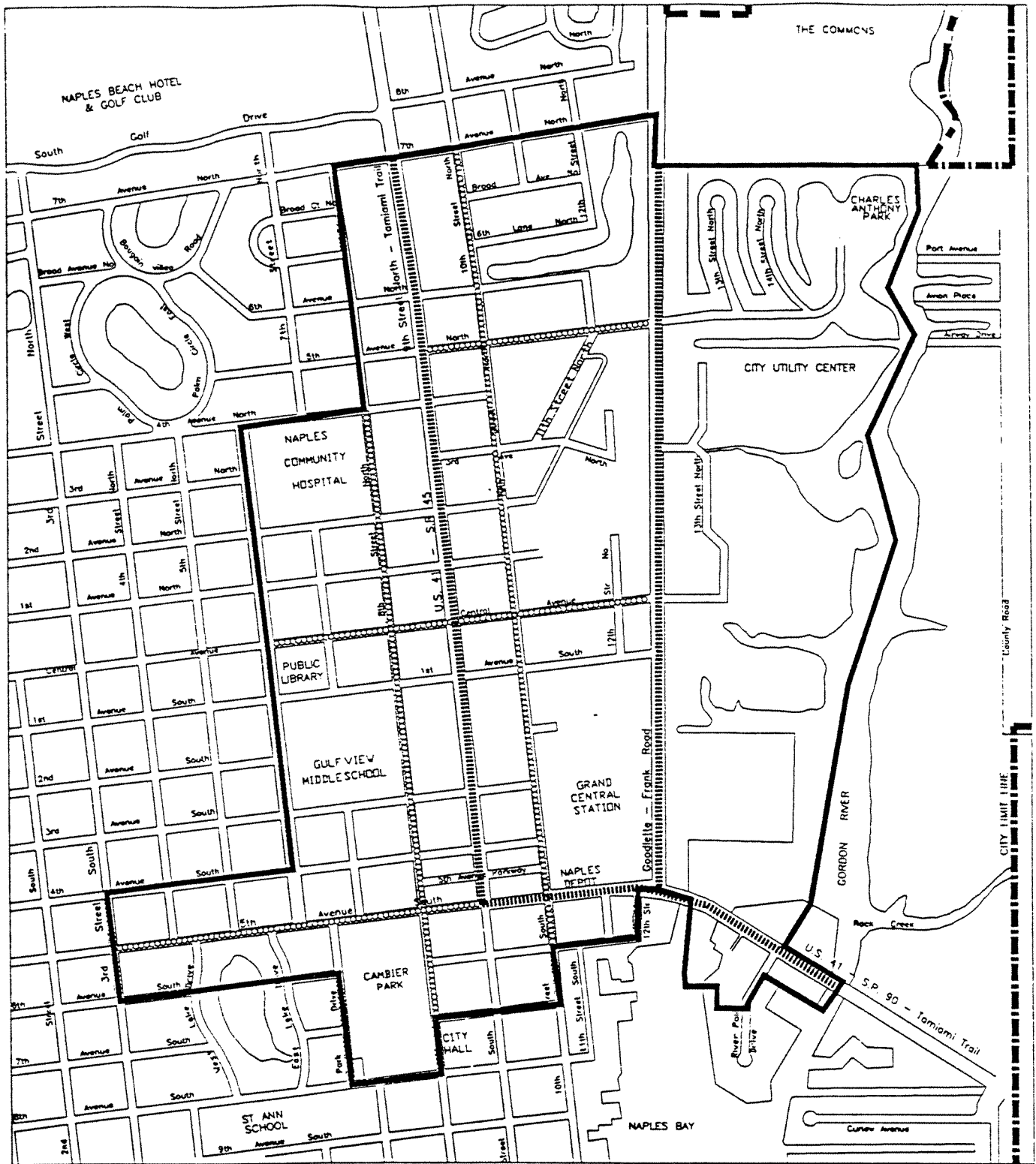
Consider a marketing program for the City of Naples which includes the promotion of the Redevelopment Area.

Investigate and develop grant and/or loan programs for private property owners.

#### TRAFFIC/CIRCULATION PLAN

The transportation system within the Redevelopment Area is a combination of numerous interacting elements. Roadways have varying jurisdictions (Florida Department of Transportation, Collier County, and the City of Naples) and classifications (arterials, collectors, and local streets). The current circulation plan is shown on Map 9. A comprehensive traffic study of the Redevelopment Area should be made to insure maximum benefits to all users of the transportation system.

The two arterial roadways within the Redevelopment Area, U.S. 41 and Goodlette-Frank Road, are viewed as intrusions into the local character of the majority of the Redevelopment Area. They act as barriers to the free flow of east/west traffic, forcing those motorists who wish to travel east/west onto the avenues with signalized intersections, causing these avenues to be designated as major collectors in the City's traffic circulation plan. The traffic volumes on these collectors, along with the need for green time along the arterials, cause delay and frustration. In addition, these arterials are difficult for pedestrians and bicyclists to cross and act as barriers between neighborhoods. The Community Redevelopment Agency should continue to explore with the Florida Department of Transportation and Collier County methods to improve local movements, both for automobiles and non-motorized transportation, including



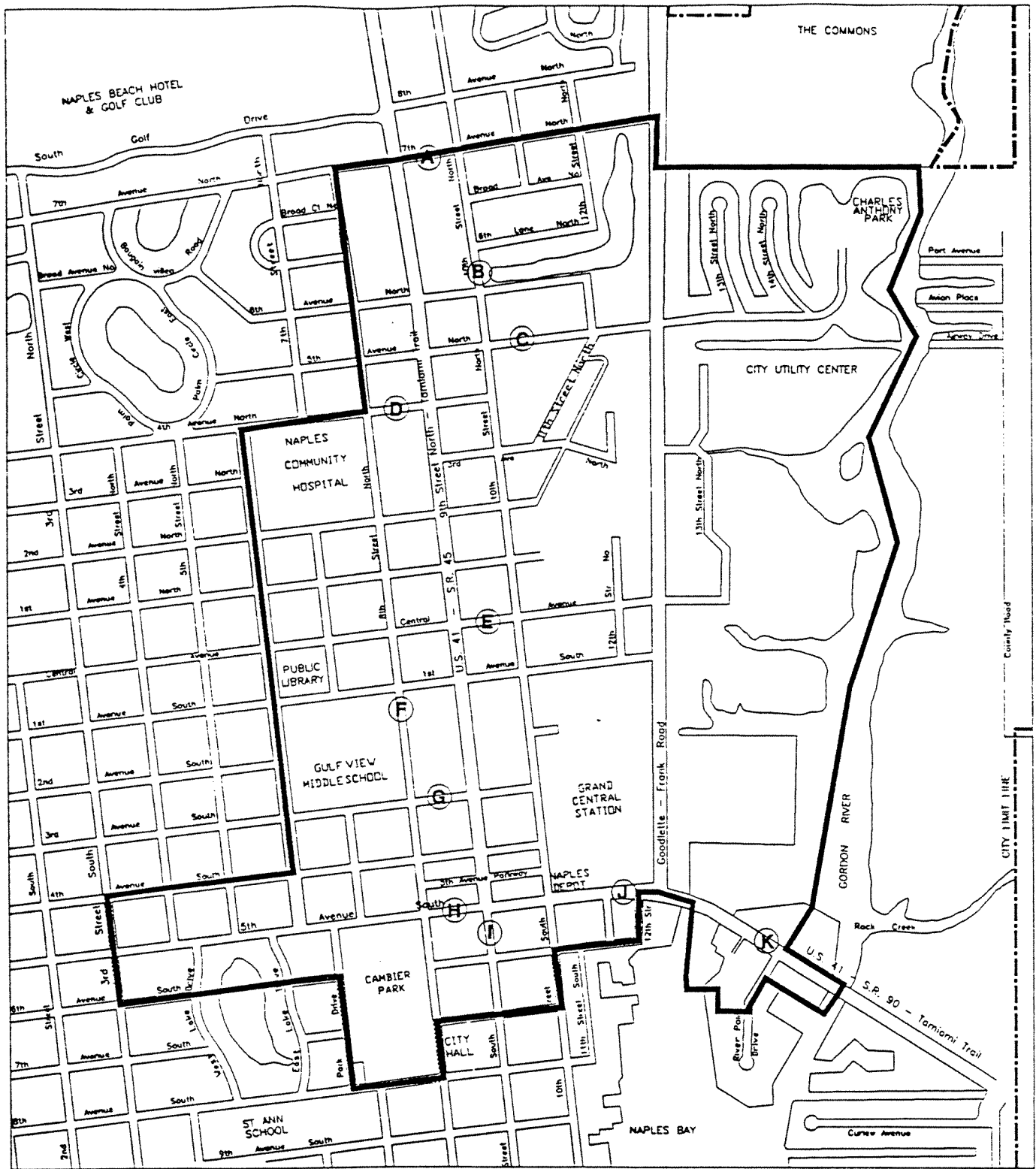
## REDEVELOPMENT AREA

SCALE: 1"=1000'

## EXISTING CIRCULATION PLAN MAP 9

ARTERIALS  
COLLECTOR

REDEVELOPMENT AREA BOUNDARY  
CITY LIMIT LINE

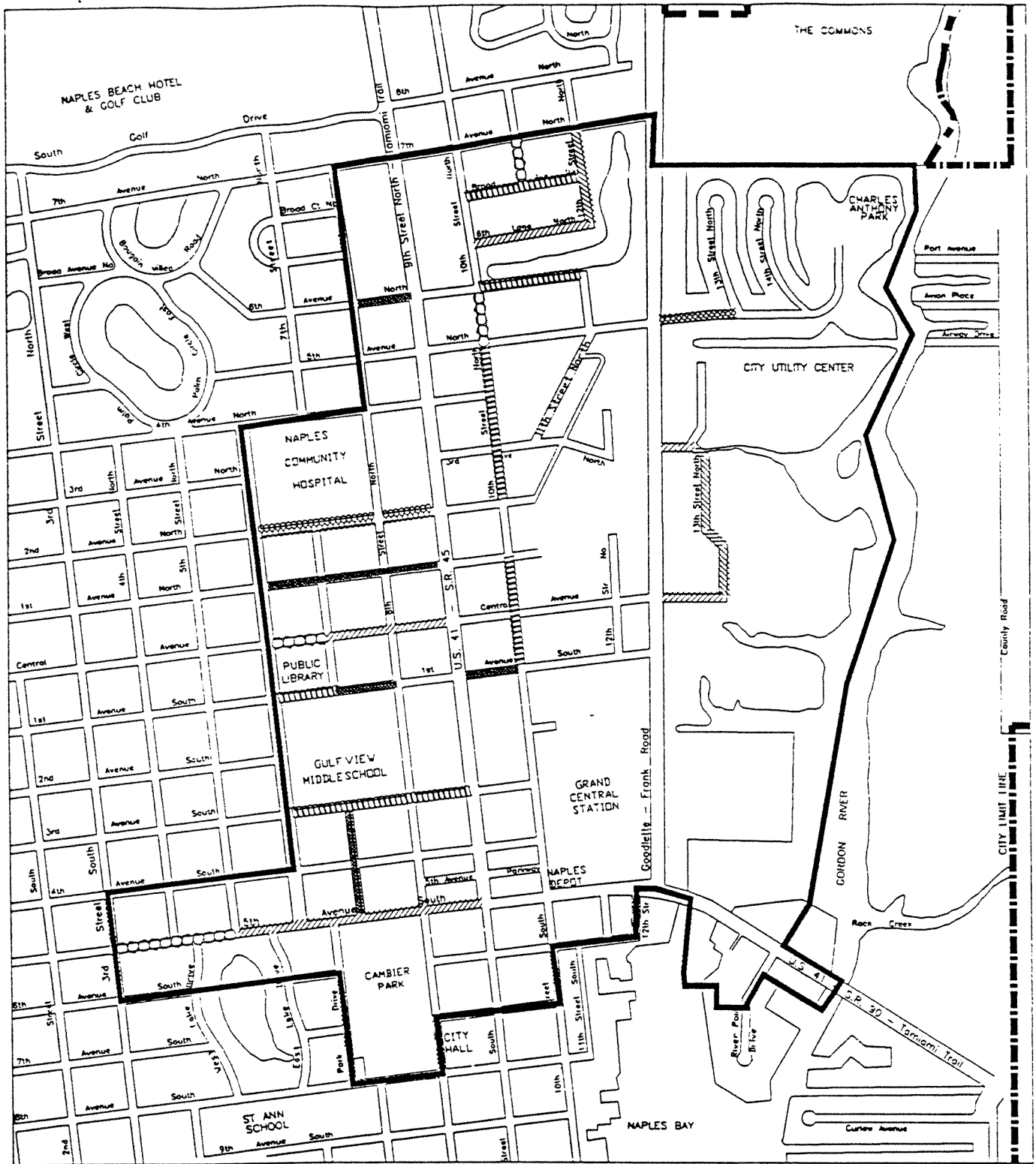


--- CITY LIMIT LINE  
 REDEVELOPMENT AREA BOUNDARY

## REDEVELOPMENT AREA

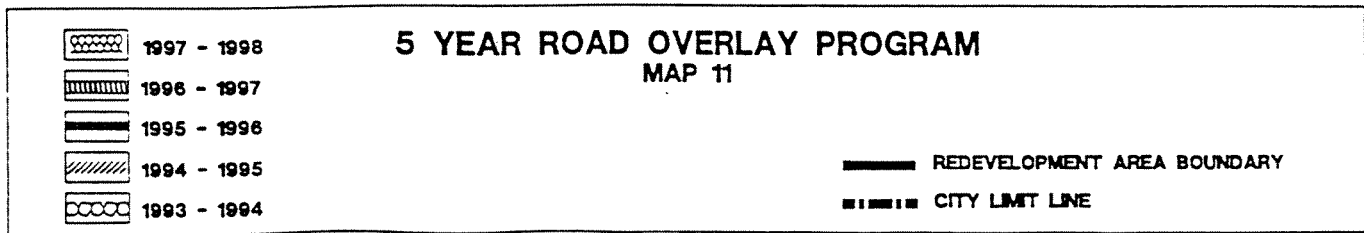
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# REDEVELOPMENT AREA

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SCALE: 1"=1000'



improved signage and improved or additional pedestrian crossings. The Community Redevelopment Agency may continue to explore the possibility of a roundabout at the Four Corners intersection and the feasibility of the relocation of U.S. 41 or establishing more effective by-pass routes with the Florida Department of Transportation. The Community Redevelopment Agency should also explore the possibility of a detailed study of the U.S. 41 and 10th Street corridors, both as to land uses and traffic issues, to make specific recommendations for the redevelopment of these areas and if the CRA deems it appropriate implement the recommendations.

With the volume of traffic on arterial and collector roadways, as shown on Map 10, many local motorists use residential streets as alternatives. This leads to frustrations on the part of property owners along those roadways. The City and the Community Redevelopment Agency should make a strong commitment to exploration of traffic calming techniques and devices, including the development of a "catalog" of such devices which can be used by neighborhood groups to ameliorate specific conditions within their areas. Several street segments have been identified in the Road Overlay Program of the City's Capital Improvement Budget (see Map 11). Additional right of way improvements are needed, however, especially in the block between U.S. 41 and 10th Street and numerous alleys throughout the district.

As noted within the Existing Conditions section of this Plan, the original Plat of Naples showed a strong grid system of streets, with alleys at mid-block. This system has been interrupted, with the vacation of many street and alley rights of way. No further vacations should be granted without alternate provisions for the required service areas. The Fifth Avenue South Master Plan, included herein as Appendix D, recommends that the alley system be restored, by condemnation if necessary. The east/west alleys between 9th and 10th Streets, north of Central Avenue, create difficulties in orienting buildings along the north/south streets. A study should be done to explore the feasibility of re-orienting these alleys north and south.

The interruption of the grid system has created additional difficulties for truck traffic. Trucks currently use the path of least resistance, causing numerous complaints from both residential and business owners. A comprehensive study of the patterns should be made; specific truck routes identified and signed; and the prohibition against truck traffic on other streets strictly enforced.

The sidewalk system within the Redevelopment Area is not continuous. While the commercial areas are generally served with sidewalks, segments are

missing and corner connections are incomplete. Single family districts typically have no sidewalks at all, making pedestrian travel both difficult and dangerous. Missing segments of sidewalk should be filled in as quickly as possible and sidewalks added in those areas which have none in conjunction with other right of way improvements.

Bike paths are also discontinuous. In some cases, they are designated on the sidewalks; in other areas, bicyclists are forbidden to use the sidewalks. A comprehensive bikeway system serving the Redevelopment Area, linking residences, schools, commercial areas, and parks, should be implemented.

Several rights of way have been identified for such improvements. At the request of the Lake Park Property Owners Association, a study has been done of the 10th Street Corridor, from 5th Avenue South to beyond the northern end of the Redevelopment Area. Preliminary plans indicate a comprehensive sidewalk/bikeway system, with improvements to the landscaping and proposals for pedestrian level lighting. The Fifth Avenue South Master Plan included herein as Appendix D identifies locations for pedestrian and bicycle facilities, including benches, sidewalk and landscape improvements, bike racks, and similar items.

Parking is also a factor in traffic circulation. The Redevelopment Area contains a mixture of very diverse uses (retail, residential, commercial, recreation, medical, and lodging). The intensity and proximity of these uses creates parking generation characteristics different than those outside the central business district. The City's parking requirements are expressed in terms of peak parking indices or ratios for individual land uses. While the peak ratios reflect the differences in parking demand generated by separate land uses and under certain conditions, they do not reflect the fact that total or combined peak parking demand can be significantly less than the sum of the individual demand values. The parking requirements are generally overstated because they require space for the peak parking accumulations of each individual land use. The Institute of Traffic Engineers estimates the percentage of overestimation of individually computed parking in office/retail/entertainment districts as 45% (Shared Parking, 1983). Amendments to the City's regulations will be proposed which will allow the reconfiguration of parking lots within blocks to permit calculation of parking spaces at a shared parking ratio.

## Implementation Programs for Traffic/Circulation:

### Proceed with consultant study

- Comprehensive traffic study of entire area, including recommendations for truck routes, access management standards, re-orientation of alleyways between 9th and 10th Streets,

### Discussion with Department of Transportation concerning U.S. 41 issues

- Needed pedestrian crossings

- Improved lane markings/signage

- Develop coordinated signage on U.S. 41 to direct traffic to the appropriate routes/destinations

- Study the feasibility of an Alternate U.S. 41

  - Identify feasible alternatives

  - Identify impact on businesses and residents

  - Develop strategy to implement recommended action

- Pursue redesign alternatives for U.S. 41

- Roundabout at Four Corners

- Study the feasibility of signalization at 5th Avenue North

### Discussion with the County Department of Transportation

- Needed pedestrian crossing improvements

- Improved signage

Survey the existing right-of-way to identify needed but currently unfunded improvements and identify a funding source and schedule in which to achieve these improvements

### Develop an ongoing alley improvement and maintenance plan

- Identify the alleys which need repair

- Identify adjacent property's use of the alley in order to identify potential improvements in the design of the alley.

### Explore use and locations for traffic calming techniques and devices

- Develop a catalog of such devices, including policies for citizen requests for implementation

Establish a policy that further vacation of alleys will not be approved without alternative provisions for the required service areas.

Alley and street reconstruction and improvements should take into account the need for upgraded water and sewer facilities, and storm water management



Develop a pedestrian circulation plan for the Redevelopment Area  
Identify the missing sidewalk links  
Pursue funding for these missing links through ISTEA funds  
Develop implementation plan

Develop a bicycle circulation plan for the Redevelopment Area linking the residences, schools, commercial areas, and parks  
Develop an implementation plan

Provide sidewalks to the beaches along appropriate roadways

#### **CORRIDOR MANAGEMENT/DESIGN**

A corridor management plan has been adopted for Goodlette-Frank Road within the Redevelopment Area. That corridor management plan adopts greater setbacks, access controls, and specific landscaping standards for properties within the overlay district. The corridor management plan was adopted to provide greater consistency in roadway treatment, since Goodlette-Frank Road forms a portion of the city limit line, with some properties being within the jurisdiction of the City of Naples and others within the jurisdiction of Collier County. A similar plan should be prepared for U.S. 41, with emphasis given to access management and specific landscaping standards. Similar plans should also be considered for local roadways to help insure the same consistency.

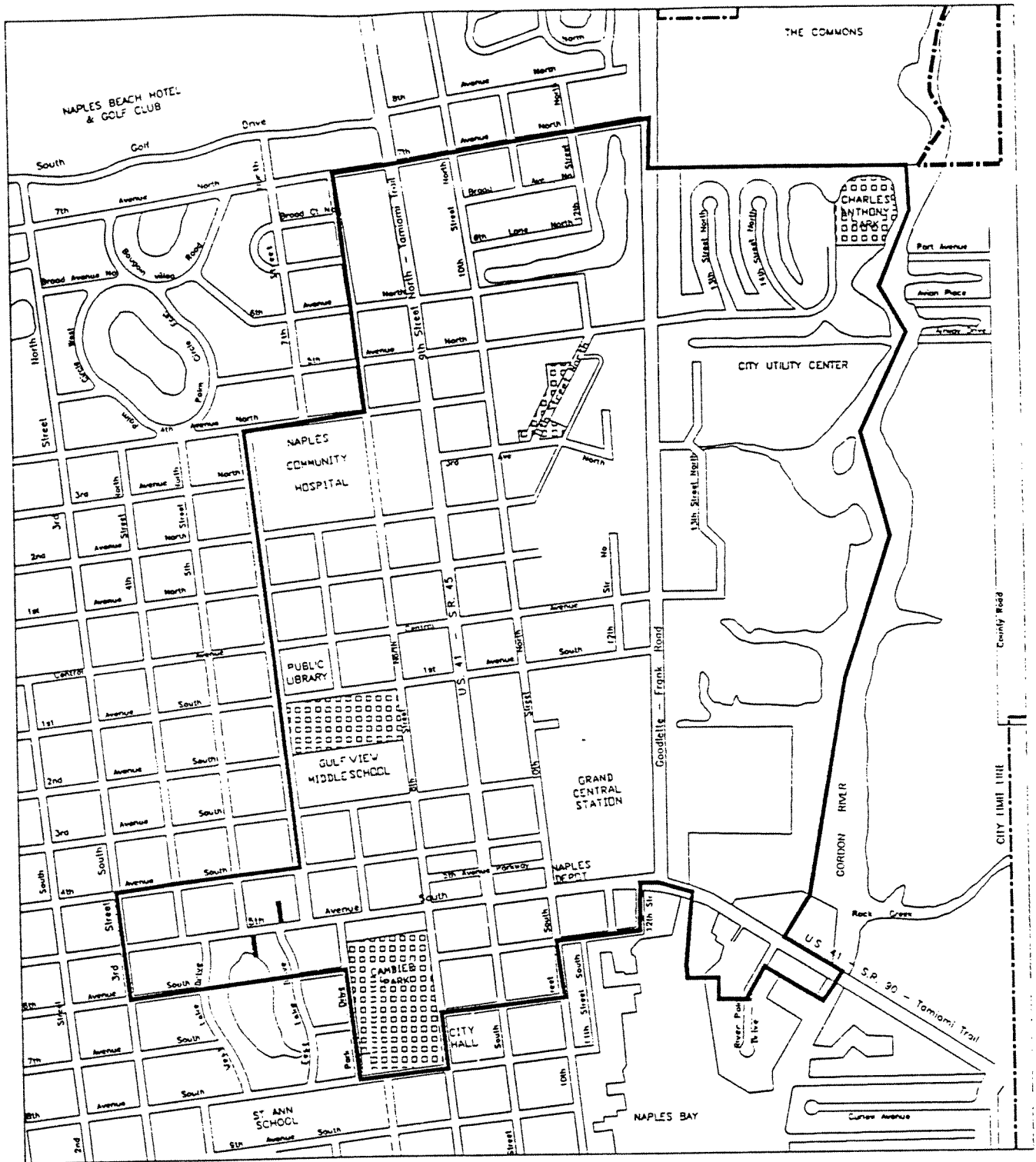
Street trees have been proposed for all roadways within the Redevelopment Area. A planting schedule should be adopted to insure the timely implementation of this program.

#### **Implementation Programs for Corridor Management/Design**

Implement the Goodlette-Frank Road Corridor Management Plan  
Review the zoning regulations to ensure that the Plan will be implemented for redevelopment as well as new development

Proceed with study for U.S. 41 Corridor Management Plan

Implement the 10th Street Corridor Design Plan  
Identify individual projects and their funding source  
Pedestrian scale lighting  
Street tree planting schedule  
Sidewalks/Bikepaths





## REDEVELOPMENT AREA



SCALE: 1"=1000'

## EXISTING RECREATION FACILITIES MAP 12

 PUBLIC FACILITIES  
 MINI PARKS

 CITY LIMIT LINE  
 REDEVELOPMENT AREA BOUNDARY

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Change the City policy to allow the City maintenance of the 10th Street right of way for at least one year after planting has occurred

Develop a schedule for the planting of street trees.

## **RECREATION AND OPEN SPACE**

The Redevelopment Area contains a community park, Cambier Park, two neighborhood parks, Anthony Park and River Park, two mini-parks, Merrihue and Menefee, and Gulfview Middle School which is proposed for enhanced recreation facilities, all of which are shown on Map 12. Special consideration for the health, safety and welfare of children residing in the general vicinity of the Redevelopment Area has been given in addressing park and recreational areas and facilities as set forth below. Such special consideration shall be given in implementing these provisions.

Cambier Park provides a wide range of facilities and activities including a community center which is approximately 30 years old. The park has been developed over approximately 40 years, and the facilities have been placed for convenience. Improvements to the park are planned, including a renovation of the Norris Community Center, renovations to the tennis pro shop, and extension of the stage at the bandshell. These improvements, estimated at \$111,000, are budgeted in the City's Capital Improvements Program ("CIP") for 1994/95 through 1997/98 fiscal years. Additional improvements have been identified and the cost of these are included in the Projected Cost section of this Plan.

Cambier Park should be incorporated into the downtown design concept with more defined connections with Fifth Avenue South. The CRA should study the potential alternative locations for these connections to Fifth Avenue and develop the connections if deemed appropriate.

River Park is a very active neighborhood park, which contains the City's only public swimming pool. Approximately \$25,000 in improvements are budgeted within the CIP for 1994/95 and 1997/98 fiscal years, including re-marciting the pool and a storage facility. In addition, a space utilization study of the interior of the community center should be done in conjunction with a survey of additional programs desired by the residents so that the space could be better utilized.

The facilities at Anthony Park are entirely outdoor and include a tot lot, a basketball court, and two handball courts. Almost \$123,000 has been budgeted in the 1993/94 through 1995/96 CIP for expansion of this park, with

additional open space development to include open play fields, waterfront access for fishing, and picnic facilities. Structured, supervised recreational activities should be added to this facility.

Both the Merrihue and Meniffee mini-parks on 5th Avenue South are scheduled for landscape improvements which will open the parks to the street and provide a safer environment for users.

An agreement has been reached with the School Board of Collier County for the provision of additional facilities at Gulfview Middle School, which is to be rebuilt beginning in 1994. The City will have access to the gymnasium, track, baseball fields, fitness stations, and tennis courts. The City's enhancements to the gymnasium have been budgeted at \$230,000 in the 1994/95 CIP.

The Southwest Florida Land Preservation Trust has been exploring the possibility of a linear park along the Gordon River. The City and the CRA should explore the possibility of providing a boardwalk and other public improvements along the riverfront on City owned property adjacent to the wastewater treatment plant and if the CRA deems it appropriate implement the improvements. With some facility rearrangement, public access could be provided from Goodlette-Frank Road along the north side of this property to a public area on the river. The CRA should also consider joining with the Southwest Florida Land Preservation Trust to acquire rights of ways and/or easements along privately-owned property along the Gordon River waterfront.

#### Implementation Programs for Recreation and Open Space

Implement the CIP for scheduled park improvements

- Improved playground at Cambier Park
- Renovations to Norris Community Center
- Tennis court improvements
- Repairs to pool at River Park
- Anthony Park expansion

Consider additional improvements to Cambier Park.

Develop programs and a public awareness program for the use of Gulfview Middle School

Conduct space utilization study for River Park Community Center; survey residents for facility needs and desires

Develop structured programs at Anthony Park

Develop the passive park on lake in Lake Manor

Coordinate with the Southwest Florida Land Preservation Trust to develop an implementation program for the Gordon River Linear Park

Consider park/boardwalk along Gordon River behind the Utilities complex

Consider aiding in the acquisition of easements and/or rights of way along privately owned land

Study the potential alternative locations for connection from Cambier Park to Fifth Avenue South and develop the connections as deemed appropriate.

Support the waterfront property owners with the implementation of the boardwalk along Gordon River.

#### **PUBLIC FACILITIES**

The Redevelopment Area is served with public utilities. Water and sewer lines within the area are adequate for the existing uses but may not support much additional capacity. Approximately \$200,000 of general system improvements within the area are programmed within the City's five-year Capital Improvements Program and Requests for Proposals are being reviewed for a comprehensive water and sewer master plan for the entire City, which will pinpoint the need for specific improvements to the existing system. Alley and street reconstruction and improvement programs, especially along 5th Avenue South and 10th Street, should take into account the possible need for upgraded water and sewer facilities.

Several areas within the Redevelopment Area suffer from flooding during the summer rainy season. A master plan for managing stormwater will be developed in the near future for the entire City. Road improvements within the Redevelopment Area should include upgraded stormwater facilities. The City will continue to require that properties being proposed for redevelopment meet, to the extent possible, local standards for stormwater retention and/or detention.

The Redevelopment Area contains overhead electric service along many streets and alleys. Although no funds have been programmed as of yet, discussions should be initiated with Florida Power and Light for the

undergrounding of all electric service throughout the Redevelopment Area.

This undergrounding should be required in conjunction with any street or alley reconstruction, as should the installation of fiber-optic cables for enhanced telephone service in the future.

#### Implementation Programs for Public Facilities:

Implement the Capital Improvement Program for water and sewer facilities

Continue to explore with utility providers the possibility of undergrounding of facilities in conjunction with any street or alley reconstruction

#### CULTURAL FACILITIES

The City of Naples' cultural community is growing rapidly and in terms of cultural programming offers a broad range of opportunities in musical programs, theater, and the visual arts. Naples currently has no central facility in which these numerous local arts groups can perform and/or show their work. Cultural groups are forced to use inadequate facilities for their productions. The City is also unable to attract professional touring groups to the area because it lacks a facility sufficient to meet production and seating capacity requirements. Art shows are held out of doors or in scattered storefront locations because there is no permanent gallery space available to local groups.

The Community Redevelopment Agency should participate with local art organizations and other applicable entities toward the development of a cultural facilities within the Redevelopment Area. The Community Redevelopment Agency, by way of example, can assist this effort by investigating potential sites in the redevelopment area, negotiating with property owners, and acting as liaison among potential users and partners to make such cultural facilities center feasible and to encourage and facilitate cultural facility activities with the Redevelopment Area. The Community Redevelopment Agency should support a cultural needs assessment to facilitate the development of an action plan for implementation of a cultural center.

#### Implementation Programs for Cultural Facilities

Develop and implement a cultural amenity plan for the Redevelopment Area

Conduct a needs assessment survey

Identify available facilities/resources

Identify needed facilities/funding sources

## ACQUISITION OF LAND

At this time no particular parcels of land are anticipated for immediate acquisition by the CRA. The CRA should explore the funding sources available for the acquisition of the alleys recommended to be restored in the 5th Avenue South Master Plan. The CRA should consider joining with the Southwest Florida Land Preservation Trust to acquire rights of way and/or easements along privately-owned property along the Gordon River waterfront.

### **Restoration of Alleys in 5th Avenue South Master Plan**

In order to implement the recommendations of the 5th Avenue South Master Plan, the CRA should develop a program and identify funding sources to restore the alleys in the 5th Avenue South District which may include acquisition by the CRA or the City of such alleys.

The CRA should identify key properties within the Redevelopment Area that are likely to redevelop in the near future and work with the property owner to develop a project which will meet the goals, objectives and policies of this Plan. If it appears that this cannot be accomplished, the CRA should consider acquiring the property in order to implement this Plan. For example, one of the goals of this Plan is to encourage property owners to aggregate adjacent properties to increase the size of properties intended for redevelopment. Where aggregation of properties does not occur, the CRA may desire to purchase properties through negotiation especially if they are for sale or through eminent domain, in order to aggregate property to be sold and developed in a manner consistent with this Plan.



## PROPOSED DEMOLITION OF BUILDINGS

No buildings are proposed to be demolished utilizing CRA funds at this time. Buildings within the Redevelopment Area may be demolished from time to time by the property owner or developer because of their obsolescence and the anticipated redevelopment of the property. In fact the City currently encourages property owners to demolish vacant buildings which are obsolete such as the old gas stations along U.S. 41 by guaranteeing impact fee credits for the existing structure and facilities.

*RESIDENTIAL USE*

*ELEMENT*

## RESIDENTIAL USE ELEMENT

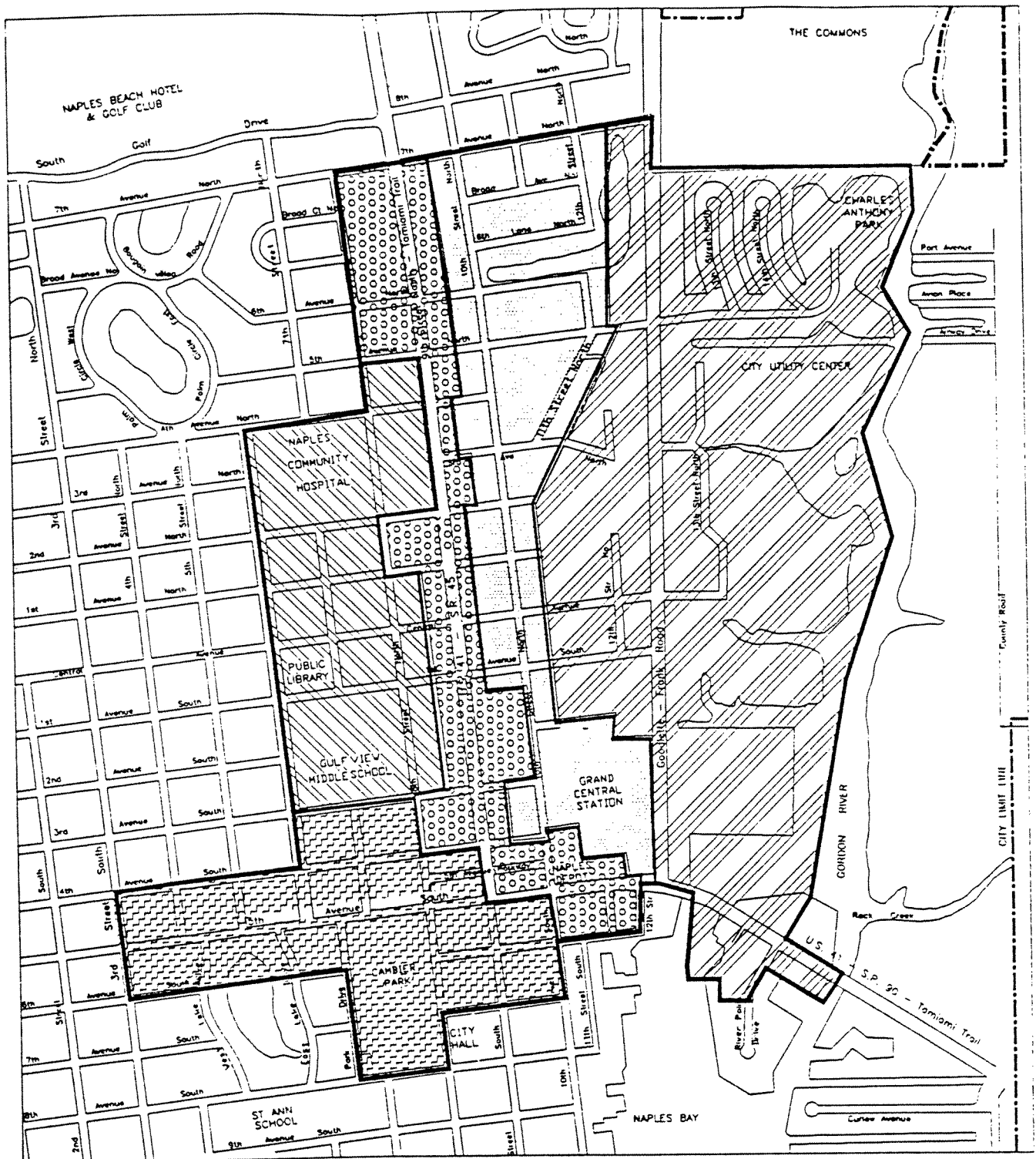
The Redevelopment Area is a mixed use area with single family and multifamily neighborhoods. As stated in the Existing Land Use and Growth Patterns in Central Naples section, there are 1,654 residents within the Redevelopment Area in a total of 855 dwelling units. The table below identifies the types of units by subdistrict. (The subdistricts are found on Map 13.)

**TABLE 4    RESIDENTIAL UNITS BY SUBDISTRICT**

SUBDISTRICT	# OF SINGLE FAMILY	MULTIFAMILY			
		# OF PRO-JECTS	UNITS	DENSITY	PERSON PER HOUSE-HOLD
MEDICAL CORE	22	4	114	33.9	0.9
U.S. 41 CORRIDOR	0	5	73	27.1	1.3
10th ST.	76	2	174	18.8	2.74
5th AVE. S.	19	15	113	23.5	0.9
GOODLETTE RD.	84	2	180	20.1	2.2
TOTAL	201	28	654	22.6	1.79

The above table identifies the residential units by subdistrict. However through the public input sessions, more specific neighborhoods are identified through common concerns.








Several distinct single family neighborhoods are located within the Redevelopment Area. River Park East subdivision has 83 single family homes found within the Goodlette Road Subdistrict. Lake Manor subdivision has 57 single family homes with an additional 19 homes along the south side of 7th Avenue North found within the 10th Street Subdistrict. The remaining single family residences within the Redevelopment Area are scattered generally around the Hospital, Gulfview Middle School and 5th Avenue South (within the Medical Core and 5th Avenue South Subdistricts) and do not comprise as



## REDEVELOPMENT AREA

SCALE: 1"=1000'

### STUDY SUBDISTRICTS MAP 13

- |  |   |   |
|--|---|---|
|  MEDICAL CORE   |  GOODLETTE   |  CITY LIMIT LINE             |
|  FIFTH AVENUE   |  10TH STREET |  REDEVELOPMENT AREA BOUNDARY |
|  US 41 CORRIDOR |   |   |

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distinct of a neighborhood as River Park East and Lake Manor. The single family homes within these neighborhoods are generally considered affordable and it is the intent of this Plan to protect these single family neighborhoods so that they remain stable. Because of the central location and accessibility to schools, parks, the library and the hospital, these neighborhoods make an ideal location for families and retired residents.

The majority of residential units within the Redevelopment Area are located within multifamily complexes. These multifamily complexes are generally clustered in the River Park neighborhoods, north of the Hospital, around Gulfview Middle School and adjacent to 5th Avenue South.

#### RIVER PARK NEIGHBORHOODS

The River Park East neighborhood is located on Gordon River and a series of canals and is compact with no through street. Anthony Park and a church are found in this neighborhood. River Park East is composed of 83 single family lots and one 96 unit multifamily complex.

The River Park neighborhood is located along 10th Street North between 3rd Avenue North and 5th Avenue North. George Washington Carver and River Park Apartments, with 70 and 104 units respectively, are found in this area. The residents of the George Washington Carver complex receive rent subsidies from the United States Department of Housing and Urban Development. The land on which the Carver complex is located is owned by the City, which oversees the management of the complex through a City agency, Carver Finance, Inc. Included in this area are River Park Community Center and the only City operated public pool.

During the public input sessions, the residents stated that they like living in this neighborhood because of its central location, accessibility to schools and services, affordability, access to the Gordon River as well as park and recreation facilities, and community spirit. The residents stressed the need to expand the park and recreation programs, improve the landscaping, add a sidewalk/bikepath for school children, have a crossing guard at U.S. 41 and Central Avenue for school children as well as to enforce zoning codes.

#### LAKE MANOR NEIGHBORHOOD

Lake Manor neighborhood is located along 10th Street extending east almost to Goodlette Frank Road, and south of 7th Avenue North almost to 5th Avenue North. The Lake Manor neighborhood residents like their neighborhood because of its central location in respect to the hospital, library, schools, and the beaches; its value; and its seclusion and privacy. They also expressed appreciation for the community spirit and diversity of the

neighborhood. Concerns of the residents centered on traffic and streetscape improvements.

#### HOSPITAL/GULFVIEW MIDDLE SCHOOL NEIGHBORHOOD

Twenty two single family homes are located in this portion of the Redevelopment Area. A number of multifamily complexes are located in this area. The residents like living in this central location because it is close to the hospital, post office, parks, schools, beaches, and businesses. Although the Redevelopment Area only includes a small portion of homes in this area, the residents identify with and are part of the residential neighborhoods to the west resulting in a strong sense of community. This area is characterized as stable, with active remodeling of the single family homes. The multifamily area on 8th Street, north of Naples Community Hospital, is almost wholly owned by the hospital to provide housing for their professional employees in close proximity to their workplace. This commitment of the hospital to provide housing for a portion of its workforce is encouraged.

The concerns in this neighborhood include improvements to the alleys, continuous sidewalks, slower traffic, additional bikepaths, and improved median landscaping.

#### 5th AVENUE SOUTH NEIGHBORHOOD

The residents adjacent to 5th Avenue South within the Redevelopment Area include both single family and multifamily residences. They find this an attractive area in which to live because of its central location, access to the beach and Cambier Park as well as 5th Avenue Commercial area. This neighborhood is still affordable and is characterized as quiet and peaceful, yet providing an interesting life style. The residents adjacent to the commercial area of 5th Avenue South expressed concern for the proposed redevelopment of 5th Avenue South. Their concern focused on the potential impacts of glare and noise from increased commercial activity. The encouragement of outdoor dining and expansion of evening activity in this area could have a negative impact on the adjacent single family residential areas. However, the intent of the redevelopment of 5th Avenue South is to develop a more pedestrian and residentially oriented commercial area. Pedestrian scale lighting is recommended which will be placed and focused in such a way as not to produce glare on adjacent properties. The outdoor dining activities will occur on the 5th Avenue side of the properties which should not affect the residential areas located to the south of 5th Avenue. Several single family homes are located on 6th Street on the north side of 5th Avenue. An alley separates these homes from the commercial properties on 5th Avenue. Redevelopment of the commercial properties adjacent to these homes should take precautions to limit potential negative impacts on these properties. The addition of

residential units on 5th Avenue South will have a number of benefits which will help to reduce the impacts of commercial on the adjacent residential areas. The benefits include a twenty-four hour presence, increased security, a constant monitoring of activity levels, and increased pedestrian activity in the area.

The residents in this area expressed the need to keep the post office in downtown and to improve the landscaping and lighting of parking lots in this area. The sidewalks and bikepaths should be improved and the area should be kept a pedestrian friendly place.

#### AFFORDABLE HOUSING

The City of Naples identified in the Comprehensive Plan a site for affordable housing comprising approximately 4.9 acres located north of the Naples Daily News and 3rd Avenue North and east of 11th Street North. The property was purchased with Community Development Block Grant funds and subsequently a private developer was identified to build 73 units on this site if he is successful in obtaining the necessary financing. The Community Redevelopment Agency should monitor and encourage this project. ~~In the~~ The City of Naples Comprehensive Housing Affordability Strategy states that almost 300 units of affordable housing are needed to accommodate the City's low to moderate income residents. Although the proposed 73 unit complex will help address this need, additional affordable housing is needed. It is anticipated that some additional units affordable to the low and moderate income residents, including the elderly, will be developed as part of mixed use projects within the Redevelopment Area.

#### MIXED USE COMPLEXES

One of the major influences the redevelopment effort is intended to have is the encouragement of mixed commercial and residential projects. It is envisioned that residential units will be developed on the second and third floors above commercial uses generally throughout the 5th Avenue South District. The 5th Avenue South Overlay District allows residential on the upper floors as a permitted use. Other commercial zoning districts within the Redevelopment Area should be amended to permit residential units. It is expected that many of these units will be affordable and attractive to hospital workers, school teachers, city employees as well as others who work in the Redevelopment Area.

#### RELOCATION

This Plan does not propose to replace any of the residential areas with commercial or other uses. In fact the Plan will help to ensure that the existing



residential neighborhoods remain stable by addressing the concerns identified by the residents. However, if relocation is necessary of any residents within the redevelopment area due to new development or redevelopment, the City staff will prepare for the CRA's consideration a relocation plan to assist those residents in finding replacement housing. In addition, the City will coordinate the need for replacement housing with other community social services agencies. The Redevelopment Plan anticipates additional residential opportunities within the Redevelopment Area which will add opportunities for housing for all income groups including low and moderate income individuals and the elderly.

#### Implementation Programs For Residential

Develop residential above commercial as a permitted use in the commercial districts in the Redevelopment Area.

Continue to support the developer in obtaining funding for the affordable housing project on the City owned property.

Encourage the formation of property owner associations within the residential areas in the Redevelopment Area.

*NEIGHBORHOOD*

*IMPACT*

*ELEMENT*

## NEIGHBORHOOD IMPACT

The impact of this Plan upon the residents of the Redevelopment Area and surrounding areas is as follows.

### RELOCATION

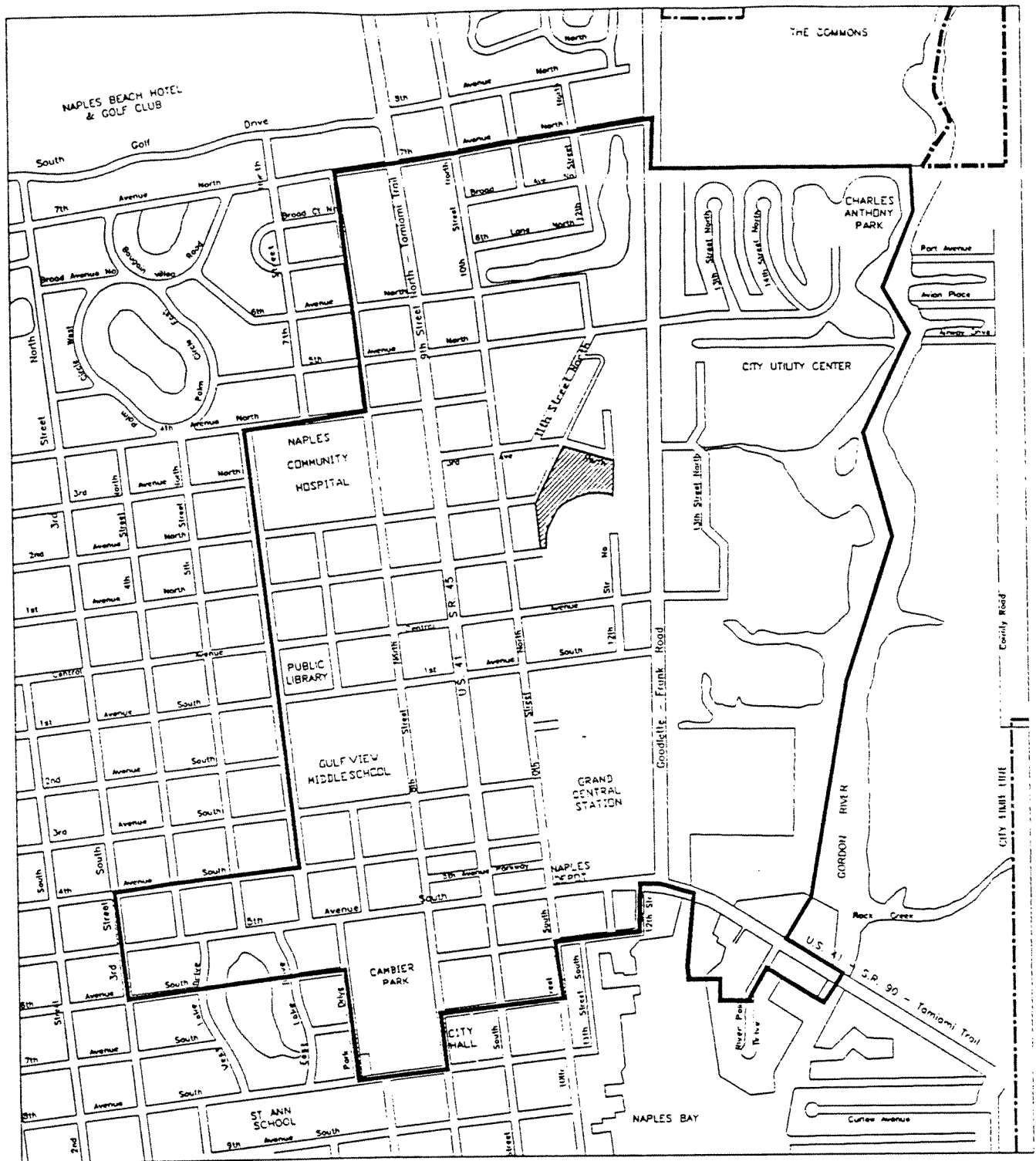
No residents currently residing within the Redevelopment Area is expected to be relocated. However, if relocation is necessary of any residents within the redevelopment area due to new development or redevelopment, the City staff will prepare for the CRA's consideration a relocation plan to assist those residents in finding replacement housing. In addition the City will coordinate the need for replacement housing with other community social service agencies.

In fact, the Redevelopment Plan provides for the creation of additional housing. On the City owned property identified on Map 14, 73 units in the Jasmine Cay project have been approved through a PD rezoning subject to the developer obtaining financing. In addition, residential on the second and third floors is encouraged in this Plan for commercial properties in much of the Redevelopment Area.

### TRAFFIC CIRCULATION

Redevelopment of the Area encourages the use of traffic calming devices, the development of truck routes, and improved pedestrian and bicycle facilities which will help to reduce the impacts of traffic especially in residential areas. The Plan does not propose to increase the intensity of uses currently permitted by the Comprehensive Plan. Additional residential opportunities within the commercial core are expected to reduce the intensity of use and will reduce the need for an automobile for many trips for people located within to the Redevelopment Area.

The Plan does direct further study of several areas over the next one and a half years. As part of these studies, a comprehensive traffic study of the downtown area should be done to identify all potential impacts of any proposed changes to the land use and zoning standards. This study should identify not only the traffic impacts within the Redevelopment Area but also potential impacts on the adjacent neighborhoods. The traffic study should include proposals to mitigate any identified negative impacts on residential neighborhoods.



## REDEVELOPMENT AREA

SCALE: 1"=1000'

### CITY-OWNED AFFORDABLE HOUSING SITE MAP 14



SUBJECT SITE



CITY LIMIT LINE



REDEVELOPMENT AREA BOUNDARY

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## ENVIRONMENTAL QUALITY

Redevelopment of the Area will improve the Area's environmental quality in the following ways:

Provide buffers for residential areas to protect them from incompatible uses. This will be accomplished through the design standards which are directed for the neighborhood commercial, medical and service areas within the Redevelopment Area.

Encourage the removal and redevelopment of vacant and blighting structures. Demolition of vacant structures is encouraged by providing impact fee credits for the existing structure payment of future impact fees.

Provide for compatible redevelopment of underutilized and vacant properties. The studies which will be completed for the commercial areas of the Redevelopment Area will ensure compatibility of new development and will encourage the redevelopment of underutilized and vacant properties.

Provide for new and upgraded public improvements including sidewalks, traffic calming devices to slow traffic, landscaping, lighting and recreation facilities. Many of these improvements are funded in the current City of Naples Capital Improvement Budget. Other improvements are recommended to be funded. All of the projects identified in this plan or proposed to be funded in this Plan are expected to improve the quality of the downtown area.

Add additional public open space in the City's Public Facilities area along the Gordon River waterfront. This open space will enhance the opportunities for enjoyment of the waterfront area within the Redevelopment Area.

## COMMUNITY FACILITIES AND SERVICES

Many community facilities and services exist within the Redevelopment Area. These include Cambier Park, River Park and two mini parks, Gulfview Middle School, the Post Office, the Hospital and numerous private businesses providing a vast array of services such as medical, financial, personal, etc. It is the intent of this Plan to provide an environment in which the existing services remain and new services needed by the residents of the City locate in the Redevelopment Area. The City is committed to continue its efforts to improve

and expand the services provided in the Redevelopment Area.

Specifically, the Plan provides for increased park and recreation facilities, reduced traffic speeds throughout this area, improved pedestrian facilities, and conveniently located commercial and medical services to serve the residents of the area. Provision for these have been made in various sections of this Plan.

#### SCHOOL POPULATION

The Plan will have a minor increase on school population with the development of the 73 units on the City owned site located north of the Naples Daily News. Approximately 115 children are projected to live in this new development. The additional residential planned to be added within the commercial areas may also impact the school population.

The Plan does propose a continuous sidewalk system, improved bikeways, and improved pedestrian crossings which will directly affect children.

#### EMPLOYMENT

The Plan provides for increased employment opportunities within the Redevelopment Area by encouraging new development and redevelopment of properties in the Redevelopment Area. Based on the Finding of Necessity Report many of the properties are underutilized, therefore, new development or redevelopment presumably will provide more commercial opportunities and therefore more employment opportunities. It is the intent of the Plan that many of these new employees will live in the Redevelopment Area close to their place of employment.

Many of these issues are further discussed within the appropriate sections of the Plan.



*IMPLEMENTATION,  
ENFORCEMENT  
AND CONTROLS*

## IMPLEMENTATION STRATEGIES

Redevelopment will be undertaken in accordance with the provisions of The Community Redevelopment Act (Chapter 163, Florida Statutes) and through the coordinated efforts and authority of the respective governmental entities in cooperation with the private sector.

The Redevelopment Plan cannot be implemented without the predominant participation of the private sector. The role of the individual property owner is to evaluate the effectiveness of an investment risk in the Redevelopment Area and to pursue such opportunities and development incentives as may be evident to them, conforming to the requirements set forth in the Plan.

The City Council and CRA will take the necessary actions so that the work of redevelopment is carried out pursuant to this Plan, including by way of example, by making such amendments in its codes and policies as are required to implement the Plan, by carrying out the adopted Capital Improvement Program in an expeditious manner, and by continuing to provide staff and funding for the implementation of this Plan.

The City Council, acting as the Community Redevelopment Agency, will use any and all methods of implementing the Plan as authorized by law. The Agency will exercise the powers conferred by statute to take action within the Redevelopment Area such as will result in economic redevelopment consistent with the Plan.

The Community Redevelopment Agency Advisory Board (CRAAB) shall serve in an advisory capacity to the Agency regarding implementation of the Plan and shall continue in such capacity at the pleasure of the Community Redevelopment Agency. The CRAAB can also be effective in helping to foster and coordinate public/private linkages, and will continue to play a key role in an effective marketing of the ongoing redevelopment program.

The City Manager will function as the initial executive director and shall serve at the pleasure of the Community Redevelopment Agency. The Community Development Department will function as the staffing arm of the Agency and shall serve at the pleasure of the Community Redevelopment Agency. Together they will carry out such directives as are given to them by the Agency regarding the Plan.



*FINANCING*

*AND*

*PROJECTED COSTS*

## REDEVELOPMENT FINANCING METHODS

A viable financing program for redevelopment requires a strong commitment from the public and private sectors built upon a cooperative partnership. The ultimate success of this program is dependent upon its ability to match anticipated revenues with capital requirements for each stage of project development. In order to carry out redevelopment, the Community Redevelopment Agency will utilize all available sources of funding from local, state, and federal government sources and the private sector.

A number of financing sources and vehicles can be used by a municipality in cooperation with the private sector to implement a comprehensive program from the redevelopment. Since the necessary components of a redevelopment project can be quite diverse, the available funding sources for each component should be explored and analyzed. The scope and quality of redevelopment may depend on the Agency's ability to complement the objectives of the redevelopment program by lowering development cost and minimizing risk to the private sector. The CRA and the City may utilize any available funding or financing vehicle which is lawful and appropriate in order to implement the Plan and related activities including, but not limited to the issuance of bonds (as defined in the Act); available general revenue funds of the City; federal/state grant programs; special taxing districts; special assessment districts; tax credits; community development block grant funds; historic rehabilitation tax credit programs; and others. Some of these are described in greater detail below:

1. Federal funds: Funding for redevelopment is available from several federal agencies including the Department of Housing and Urban Development (HUD), Economic Development Administration (EDA), and the Small Business Administration (SBA). HUD provides funding through the Community Development Block Grant program. Although its programs have been cut back, EDA still provides funding for business development and technical assistance. SBA provides funding to the private sector in the form of loans, loan guarantees and guaranteed debentures. The Department of Transportation provides funding for a wide array of transportation improvements, including pedestrian and bicycle facilities.

2. Tax Increment Financing: Tax increment financing (TIF) is a funding mechanism for redevelopment authorized by Chapter 163, Florida Statutes, the Community Redevelopment Act. TIF captures the incremental increase in tax revenues resulting from redevelopment, and uses it to pay for public improvements needed to support and encourage new development. Eligible activities include the acquisition of land and improvements, demolition

of deteriorated structures, and infrastructure improvements. The Act requires the establishment of a trust fund from which projects can be funded on an annual basis from monies deposited in the trust fund, the issuance of tax increment bonds and bond anticipation notes. Tax increment financing can be a reliable source of funding for essential project activities and improvements. All projects using tax increment financing will be complete within a 30-year time frame after the fiscal year in which the plan is approved, adopted, or amended pursuant to the Act.

3. The City of Naples' Capital Improvement Program: The City's five year capital improvement budget contains many projects outlined in this Plan. The funding sources identified in that budget will be used to implement the projects.

4. The City of Naples' General Operating Budget: Initial funds for project planning and administration will come from appropriations by the City. This indirect support will support the various costs, fees, expenses and other charges incurred during the planning and initial administration period and thereafter at the discretion of the City Council.

## PROJECTED COSTS

A detailed statement of the projected costs of redevelopment contemplated by this Plan, including the amount to be expended on publicly funded capital, and other, projects in the Redevelopment Area is shown on the following Table 5 to the extent that projected costs can be quantified at the time of adoption of this Plan. The Plan calls for a number of studies to be undertaken which are expected to generate additional projects for consideration.

The costs identified in the right hand column are included in the City's five-year Capital Improvement Budget for years 1994-98. The costs identified in the right hand column do not include the total costs of most of these projects. Future CIP monies or other funding sources including redevelopment trust fund monies may be used to complete these projects. Such capital improvement projects are expected to positively impact the Redevelopment Area as well as other areas of the City. A more detailed breakdown of just the capital improvement projects currently programmed is contained in Table 6. The items in Table 6 which are noted with asterisks (\*) reflect improvements which are proposed for the City's water and sewer service area. Since the Redevelopment Area represents approximately 3.85% of the land area of the water and sewer service area, the costs shown are 3.85% of the total projected costs.

**TABLE 5**  
**PROJECTED COSTS OF PUBLICLY FUNDED**  
**PROJECTS IN THE REDEVELOPMENT AREA**

	ESTIMATED TOTAL COST	PROGRAMMED IN CIP
<b>STUDIES:</b>		
Comprehensive Traffic Study	\$50,000	
U.S. 41 Corridor	\$150,000	
10th Street Corridor	\$100,000	
Cultural Assessment	\$20,000	
Space Study - River Park Comm. Ctr.	\$5,000	
<b>RIGHT OF WAY IMPROVEMENTS:</b>		
Street Trees	\$47,496	\$25,975
Other Landscape - 5th Ave.	\$154,195	\$75,000
Lighting	\$1,331,338	
Sidewalks	\$478,000	\$50,000
Street Furnishings - 5th Ave.	\$78,000	
Drainage	\$1,161,600	
Road Overlays	\$486,205	\$267,154
Alley Right of Way	\$137,500	
Alley Improvements	\$1,704,000	
Plazas	\$25,000	
Roundabout at Four Corners	\$900,000	
Other Traffic Calming Devices	\$100,000	
Undergrounding of Utilities	\$2,750,000	
Signage/Signals	\$125,000	\$62,500
<b>PARKS/RECREATION IMPROVEMENTS:</b>		
Cambier Park Master Plan	\$1,122,138	
Cambier Park - Other	\$261,392	\$261,392
River Park	\$25,500	\$25,500
Anthony Park	\$122,905	\$122,905
Gulfview Enhancements	\$210,000	\$210,000
Lake Manor Park	\$12,400	\$12,400
<b>PUBLIC FACILITIES</b>		
Water	\$61,665	\$61,665
Sewer	\$2,138,535	\$2,138,535
Reuse	\$588,750	\$588,750
<b>IMPROVEMENTS TO CITY PROPERTY:</b>		
Parking Lot Landscaping	\$24,000	\$24,000
Parks & Parkways Center Renovation	\$84,538	\$84,538
Solid Waste Center Paving	\$112,900	\$112,900
Metal Roof for Equipment Services	\$38,400	\$38,400
<b>TOTAL FOR THESE PROJECTS</b>	<b>\$14,606,457</b>	<b>\$4,161,614</b>

TABLE 6							
PROJECTS INCLUDED IN THE CITY'S CAPITAL IMPROVEMENT PLAN							
1994-98 WITHIN THE REDEVELOPMENT AREA							
These projects will benefit the Redevelopment Area, but will not be paid for with redevelopment trust funds.							
		1994	1995	1996	1997	1998	
<b>SEWER TREATMENT:</b>							
94M01	Anaerobic Digester Cleaning	\$75,000					\$75,000
94M02	Plan Chlorination Equipment	\$15,960					\$15,960
94M06	Sludge Processing Facility	\$150,000	\$1,500,000				\$1,650,000
94M10	Reclaimed Water Main	\$57,000					\$57,000
94M12	Reuse Distribution System Expansion	\$3,850	\$3,850	\$3,850	\$3,850		\$15,400
94M13	Central Lab Expansion	\$24,000	\$20,000	\$20,000			\$64,000
94M24	Continuous Flow Analyzer	\$15,000					\$15,000
94M29	Computer Systems	\$5,260					\$5,260
94M31	Clarifier Sweep Arms	\$20,000					\$20,000
94M33	PCS Software	\$4,000					\$4,000
94M03	Chlorine Residual Analyser	\$3,000					\$3,000
94M04	Effluent Flow Meter	\$3,000					\$3,000
94M05	Lab Equipment	\$6,500					\$6,500
94M11	Upgrade Reuse Water Pump Station	\$258,750	\$230,000				\$488,750
94M14	Influent and Effluent Samplers	\$5,000	\$5,000				\$10,000
94M18	Rehab Reuse Transfer Pumps and Motors	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
94M19	Rehab Aeration System	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
94M32	Autoclave	\$5,000					\$5,000
							\$2,537,870
<b>WATER DISTRIBUTION:</b>							
94L02*	Water Transmission Mains	\$5,775	\$9,625	\$9,625	\$9,625	\$9,625	\$44,275
94L03*	Computerization of Maps	\$3,080	\$1,925	\$385			\$5,390
94L12	12" Water Main	\$12,000					\$12,000
							\$61,665
<b>SEWER COLLECTION:</b>							
94N05*	Management Software	\$540					\$540
94N01*	Replacement of Sewer Force Mains	\$5,775	\$5,679	\$20,097	\$20,059	\$6,738	\$58,348
94N04*	Replacement of Faulty Mains/Laterals	\$5,775	\$10,202	\$10,395	\$10,780	\$10,972	\$48,124
94N07*	Mini-Camera	\$308					\$308
							\$107,320
<b>UTILITIES MAINTENANCE:</b>							
94X10*	Back-up Generators for Lift Stations	\$1,540	\$1,540	\$1,540	\$1,155	\$1,540	\$7,315
94X03*	Sludge Pumps	\$655	\$655	\$655	\$385	\$385	\$2,735
94X04*	Submersible Pumps	\$674	\$693	\$712	\$731	\$750	\$3,560
94X05*	Lift Station Revision	\$1,347	\$1,347	\$1,347	\$1,347	\$1,347	\$6,735
94X08	Telemetry Station Monitoring	\$10,500	\$16,250	\$10,000	\$10,000	\$15,000	\$61,750
							\$82,095
<b>COMMUNITY SERVICES - RECREATION</b>							
94G04	Gymnasium Enhancement - Gulfview		\$210,000				\$210,000
95G10	Norris Community Center Renovation		\$60,000	\$18,000			\$78,000
95G20	Tennis Court Resurfacing		\$9,371	\$9,840	\$10,332	\$10,849	\$40,392
98G25	Remarsite Pool					\$15,500	\$15,500
98G26	Tennis Pro Shop Renovation					\$4,500	\$4,500
98G27	Bandshell Stage Extensions					\$28,500	\$28,500
94G09	Playground Equipment - Cambier		\$19,000				\$19,000
95G11	Storage Facility - River Park		\$10,000				\$10,000
95G23	Tennis Court Conversion		\$75,000				\$75,000
95G24	Shuffleboard Courts		\$8,000			\$8,000	\$16,000
							\$496,892

		1994	1995	1996	1997	1998	
<b>COMMUNITY SERVICES - PARKS AND PARKWAYS</b>							
94F02	Anthony Park Improvements	\$52,010	\$37,015	\$33,880			\$122,905
94F16	7th Street Median	\$25,975					\$25,975
95F08	Parks & Parkways Center Renovations		\$84,538				\$84,538
95F36	5th Ave. South Landscaping/Irrigation		\$25,000	\$25,000	\$25,000		\$75,000
98F49	Parking Lot Improvements					\$24,000	\$24,000
98F50	Right of Way 10th St./6th Ave. North					\$12,400	\$12,400
							\$344,818
<b>COMMUNITY SERVICES - SOLID WASTE:</b>							
94P02	Operations Center - Paving	\$112,900					\$112,900
<b>EQUIPMENT SERVICES</b>							
94S04	Metal Roof	\$38,400					\$38,400
<b>STREETS:</b>							
94U07	School Zone Flashers	\$2,500					\$2,500
94U08	Sidewalks, Bikepaths	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
94U23	Signals - 5th Ave. S. @ 8th St.	\$60,000					\$60,000
							\$112,500
<b>ROAD OVERLAY PROGRAM:</b>							
		\$47,025	\$88,457	\$42,509	\$67,617	\$21,546	\$267,154



*APPENDIX A*

*LEGAL DESCRIPTION  
OF REDEVELOPMENT  
AREA*



### Exhibit A

That part of the City of Naples, Collier County, Florida situated in Section 34 Township 49 South, Range 25 East and Section 3, Township 50 South, Range 25 East described as follows:

Begin at the point of the intersection of the west right-of-way line of Goodlette Frank Road with the south right-of-way line of 7th Avenue North;

thence Westerly along said south right-of-way line of 7th Avenue North to the west right-of-way line of 8th Street North;

thence Southerly along said west right-of-way line of 8th Street North to the north right-of-way line of 4th Avenue North;

thence Westerly along said north right-of-way line of 4th Avenue North to the west right-of-way line of 6th Street North;

thence Southerly along said west right-of-way line of 6th Street North to the north right-of-way line of 4th Avenue South;

thence Westerly along said north right-of-way line of 4th Avenue South to the west right-of-way line of 3rd Street South;

thence Southerly along said west right-of-way line of 3rd Street South to the south right-of-way line of 6th Avenue South;

thence Easterly along said south right-of-way line of 6th Avenue South to the east right-of-way line of West Lake Drive;

thence continue Easterly along a line extending to the intersection of the east right-of-way line of East Lake Drive and the south right-of-way line of 6th Avenue South;

thence continue Easterly along said south right-of-way line of 6th Avenue South to the west right-of-way line of Park Street South;

thence Southerly along said west right-of-way line of Park Street South to the north right-of-way line of 8th Avenue South;

thence Easterly along said north right-of-way line of 8th Avenue South to the west right-of-way line of 8th Street South;

thence Northerly along said west right-of-way line of 8th Street South to the south right-of-way line of 7th Avenue South;

thence Easterly along said right-of-way line of 7th Avenue South to the east right-of-way line of 10th Street South;

thence Northerly along said east right-of-way line of 10th Street South to the south right-of-way line of 5th Avenue south (S.R. 45 marked U.S. 41);

thence Easterly along said south right-of-way line of 5th Avenue South (S.R. 45) to the center line of the western branch of the Gordon River to its confluence with the center line of the Gordon River;

thence generally Northerly along said center line of the Gordon River to the intersection with a line being the easterly prolongation of the north line of the River Park East Subdivision;

thence Westerly along said north line of the River Park East Subdivision extended westerly to intersect the west right-of-way line of Goodlette-Frank Road;

thence Northerly along said west right-of-way line of Goodlette Frank Road to the Point of Beginning.

kh\MCKIM\LEGALRED.WPW

*APPENDIX B*

*FINDING OF  
NECESSITY  
RESOLUTION*

1/5/94

RESOLUTION NO. 94-7098

A RESOLUTION OF THE CITY OF NAPLES, FLORIDA, RELATING TO COMMUNITY REDEVELOPMENT; DELINEATING THE COMMUNITY REDEVELOPMENT AREA; FINDING THE EXISTENCE OF CERTAIN SLUM AND BLIGHTED CONDITIONS; FINDING A SHORTAGE OF AFFORDABLE HOUSING; DECLARING THAT THE DATA CONTAINED IN THE "REPORT ON THE DETERMINATION OF THE FINDING OF NECESSITY FOR THE CREATION OF A COMMUNITY REDEVELOPMENT AGENCY" PREPARED BY THE CITY OF NAPLES COMMUNITY DEVELOPMENT DEPARTMENT IS A PROPER FACTUAL BASIS UPON WHICH THE CITY COUNCIL DETERMINED THE REDEVELOPMENT AREA TO HAVE SLUM AND BLIGHTED CONDITIONS PURSUANT TO SECTION 163.355, FLORIDA STATUTES AND THAT A SHORTAGE OF AFFORDABLE HOUSING EXISTS; PROVIDING A REPEALER PROVISION AND AN EFFECTIVE DATE.

WHEREAS, the Legislature of the State of Florida (Legislature) in 1969 duly enacted the Community Redevelopment Act of 1969 as amended (Act), codified as and consisting of Florida Statutes 163.330 through 163.450, in which Act the legislature found that there existed in counties and municipalities of the state slum and blighted areas which constituted a serious and growing menace to the public health, safety morals and welfare of the residents of the state constituting an economic and social liability and authorized counties and municipalities in the state to formulate workable programs for utilizing appropriate private and public resources to eliminate and prevent the development or spread of slums and urban blight, to encourage needed community rehabilitation, to provide for the redevelopment of slum and blighted areas, or to undertake such of the aforesaid activities or other feasible county or municipal activities as may be suitably employed to achieve the objective of such workable program; and

WHEREAS, the City Council of the City of Naples, Florida, finds the need for affordable housing within the City and the existence of certain slum and blighted areas within the boundary of the Community Redevelopment Area (the "Area"), and determines that the rehabilitation, conservation or redevelopment, or a combination thereof, of the Area by a redevelopment agency is necessary in the best interests of the public health, safety, morals, or welfare of the residents and citizens of the City of Naples; and

the primary factual basis for such determination considered by the City Council has been compiled by the Community Development Department in the "Report on the Determination of the Finding of Necessity for the Creation of a Community Redevelopment Agency", a copy of which is attached hereto for reference; and

**WHEREAS,**

a substantial number of deteriorated or deteriorating structures or conditions exist which endanger life or property by fire or other causes or one or more of the factors listed below exist which substantially impairs or arrests the sound growth within the Area and adjacent territory and which are detrimental to the public health, safety, morals and welfare in their present conditions and use:

- (i) a predominance of inadequate or defective street layout within the Area; and
- (ii) faulty and inadequate lot layout in the Area in relation to size, adequacy, accessibility, or usefulness; and
- (iii) unsanitary or unsafe conditions within the Area; and
- (iv) a deterioration of site or other improvements within the Area; and
- (v) diversity of ownership which prevents the free alienability of land within the Area; and
- (vi) inadequate parking facilities within the Area; and

**WHEREAS,**

action must be taken immediately to prevent further blight and deterioration and to protect and enhance public expenditures previously made by the City in the Area; and

**WHEREAS,**

a shortage of housing affordable to low and moderate income residents exists, including the elderly, as documented in the City of Naples Comprehensive Plan; and

**WHEREAS,**

the City desires to proceed under Part III, Chapter 163, Florida Statutes, to establish the necessary means by which redevelopment can be accomplished in the Area; and

**WHEREAS,** all prerequisites having been accomplished, it is now appropriate and necessary in order to proceed further that a community redevelopment agency be created and a redevelopment plan be prepared.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA:**

**SECTION 1.** The City Council, based upon evidence presented to it and in the public record does hereby expressly find that slum or blighted areas as defined in Section 163.340(7) and (8), Florida Statutes (1991), exist within the Community Redevelopment Area as defined in Section 163.340(10), Florida Statutes (1991), as described in Exhibit A, attached hereto.

**SECTION 2.** The City Council, based upon the City of Naples Comprehensive Plan and evidence presented to it and in the public record does hereby expressly find a shortage of housing affordable to residents of low or moderate income, including the elderly.

**SECTION 3.** For the purpose of this resolution and any community redevelopment project undertaken pursuant hereto, the Community Redevelopment Area shall be that area more particularly described in Exhibit A, attached hereto.

**SECTION 4.** The City Council does hereby expressly find that the rehabilitation, conservation or redevelopment, or a combination thereof, of the area described in Section Three hereof is necessary in the interest of the public health, safety, morals or welfare of the residents of the City of Naples.

**SECTION 5.** The City Council does hereby expressly find that it is necessary, appropriate, proper and timely that a Community Redevelopment Agency be created to carry out the community redevelopment purposes of the provisions of Part III, Chapter 163, Florida Statutes and other resolutions, ordinances and laws that may be utilized to further redevelopment within the area described in Exhibit A.

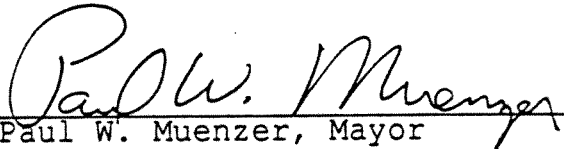
**SECTION 6.** The findings and statements contained in the "WHEREAS" clauses above are hereby confirmed as if restated in their entirety.

**SECTION 7.** That all sections or parts of sections of the Code of Municipal Ordinances, all ordinances or parts of

ordinances, Resolution No. 93-6860, and all resolutions or parts of resolutions in conflict herewith, be and the same are hereby repealed to the extent of such conflict.

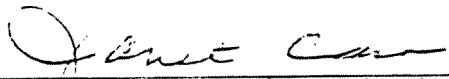
**SECTION 8.** This resolution shall take effect upon the repeal of Ordinance No. 93-6868.

**PASSED IN OPEN AND REGULAR SESSION OF THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA, THIS 5th DAY OF JANUARY, 1994.**

  
Paul W. Muenzer, Mayor


Attest:

Approved as to form and legality:

  
Janet Cason, City Clerk

  
Maria J. Chiaro, City Attorney

Approved as to accuracy:

  
Ann Walker, AICP, Planner I  
Community Development Dept.  
M:\REF\COUNCIL\RES\94-7098

94-7098		
Anderson	S	Y
Harms		Y
Korest	M	Y
Pennington		Y
Sullivan		Y
VanArsdale		Y
Muenzer		Y
(7-0)		
M=Motion S=Second		
Y=Yes N=No A=Absent		

**Exhibit A**  
**Resolution 94-7098**

That part of the City of Naples, Collier County, Florida situated in Section 34 Township 49 South, Range 25 East and Section 3, Township 50 South, Range 25 East described as follows:

Begin at the point of the intersection of the west right-of-way line of Goodlette Frank Road with the south right-of-way line of 7th Avenue North;

thence Westerly along said south right-of-way line of 7th Avenue North to the west right-of-way line of 8th Street North;

thence Southerly along said west right-of-way line of 8th Street North to the north right-of-way line of 4th Avenue North;

thence Westerly along said north right-of-way line of 4th Avenue North to the west right-of-way line of 6th Street North;

thence Southerly along said west right-of-way line of 6th Street North to the north right-of-way line of 4th Avenue South;

thence Westerly along said north right-of-way line of 4th Avenue South to the west right-of-way line of 3rd Street South;

thence Southerly along said west right-of-way line of 3rd Street South to the south right-of-way line of 6th Avenue South;

thence Easterly along said south right-of-way line of 6th Avenue South to the east right-of-way line of West Lake Drive;

thence continue Easterly along a line extending to the intersection of the east right-of-way line of East Lake Drive and the south right-of-way line of 6th Avenue South;

thence continue Easterly along said south right-of-way line of 6th Avenue South to the west right-of-way line of Park Street South;

thence Southerly along said west right-of-way line of Park Street South to the north right-of-way line of 8th Avenue South;

thence Easterly along said north right-of-way line of 8th Avenue South to the west right-of-way line of 8th Street South;

thence Northerly along said west right-of-way line of 8th Street South to the south right-of-way line of 7th Avenue South;

thence Easterly along said right-of-way line of 7th Avenue South to the east right-of-way line of 10th Street South; thence Northerly along said east right-of-way line of 10th Street South



to the south right-of-way line of 6th Avenue; thence Easterly along said south right-of-way line of 6th Avenue South to the east right-of-way line of 12th Street South;

thence North along said east right-of-way line of 12th Street South to the south right-of-way line of 5th Avenue South (S.R. 45 marked U.S. 41);

thence East along said south right-of-way line of 5th Avenue South to the center line of the western branch of the Gordon River;

thence south along said center line of the western branch of the Gordon River approximately 580 feet;

thence Easterly approximately 200 feet; thence South 155 feet; thence East 150 feet to the centerline of River Point Drive; thence North and Northeasterly along said centerline of River Point Drive 260 feet to the south line of Lot 1 of Beaumaris Subdivision;

thence Southeasterly along said south line of Lot 1 of Beaumaris Subdivision approximately 500 feet to the center line of the easterly branch of the Gordon River;

thence Northeasterly along said center line approximately 300 feet to the north right-of-way line of U.S. 41; Northwesterly along said right-of-way line 450 feet; Northeasterly 385 feet to the waters of the Gordon River;

thence generally Northerly along the center line of the Gordon River to the intersection with a line being the easterly prolongation of the north line of the River Park East Subdivision;

thence Westerly along said north line of the River Park East Subdivision extended westerly to intersect the west right-of-way line of Goodlette-Frank Road;

thence Northerly along said west right-of-way line of Goodlette Frank Road to the Point of Beginning.

*APPENDIX C*

*CREATING  
COMMUNITY  
REDEVELOPMENT  
AGENCY  
RESOLUTION*

RESOLUTION NO. 94-7099

A RESOLUTION OF THE CITY OF NAPLES, FLORIDA, RELATING TO COMMUNITY REDEVELOPMENT; CREATING A COMMUNITY REDEVELOPMENT AGENCY, PURSUANT TO SECTION 163.356, FLORIDA STATUTES; DECLARING THE CITY COUNCIL TO BE THE COMMUNITY REDEVELOPMENT AGENCY; AUTHORIZING THE AGENCY TO EXERCISE POWERS WITHIN THE COMMUNITY REDEVELOPMENT AREA; APPOINTING A BOARD OF COMMISSIONERS OF THE COMMUNITY REDEVELOPMENT AGENCY; DESIGNATING A CHAIRMAN AND VICE CHAIRMAN OF THE BOARD; PROVIDING FOR TERMS OF OFFICE OF THE COMMISSIONERS; PROVIDING FOR AN EFFECTIVE DATE.

- WHEREAS, the City Council of the City of Naples, Florida has adopted a resolution finding the existence of certain slum or blighted areas within the boundary of the Naples Community Redevelopment Area ("the Area") and a shortage of affordable housing within the City (collectively hereinafter referred to as the "Statutory Conditions") and determined that rehabilitation, conservation or redevelopment, or a combination thereof, of the Area by a redevelopment agency is necessary and in the best interest of the public health, safety, morals, and welfare of the residents and citizens of the City of Naples; and
- WHEREAS, the Redevelopment Task Force recommends, based on their report entitled "Report of the Redevelopment Task Force" presented to Naples City Council on July 22, 1992 that the City Council appoint a Community Redevelopment Agency; and
- WHEREAS, the factual basis for the determination of the Statutory Conditions has been collected by the Community Development Department in the "Report on the Determination of the Finding of Necessity for the Creation of a Community Redevelopment Agency"; and
- WHEREAS, the City Council finds that the conditions as stated in the "Report on the Determination of the Finding of Necessity for the Creation of a Community Redevelopment Agency" do exist; and
- WHEREAS, the City Council passed Resolution No. 94-7098 finding that there is a need for a Community Redevelopment Agency to function in the City to carry out the community redevelopment purposes; and

WHEREAS, the City desires to proceed under Part III, Chapter 163, Florida Statutes, to establish the necessary means by which redevelopment can be accomplished in the Area; and

WHEREAS, all prerequisites having been accomplished, it is now appropriate and necessary in order to proceed further that a Community Redevelopment Agency be created;

NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NAPLES, FLORIDA:

SECTION 1. The City Council does hereby expressly create a Community Redevelopment Agency, pursuant to Section 163.356, Florida Statutes, which shall be a public body corporate and politic and constitute a public instrumentality.

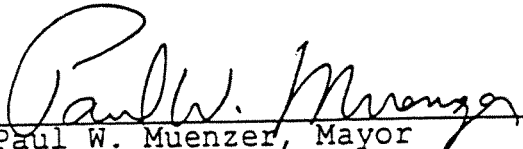
SECTION 2. The City Council does hereby expressly authorize the Community Redevelopment Agency to exercise all the powers conferred, and as limited, by Part III, Chapter 163, Florida Statutes, necessary or convenient to carry out and effectuate the purposes of community redevelopment within the boundaries of the Community Redevelopment Area, more particularly described in Exhibit A, attached hereto.

SECTION 3. The City Council does hereby expressly declare itself to be the Community Redevelopment Agency pursuant to Section 163.357, Florida Statutes. The Chairman and Vice Chairman shall be designated by majority vote of the City Council.

SECTION 4. The terms of office of the members of the Community Redevelopment Agency shall be concurrent with the terms of the Mayor and members of the City Council. A vacancy occurring during a term shall be filled in the same manner as provided for filling a vacancy in the term of the Mayor or members of City Council.

SECTION 5. This resolution shall take effect upon the repeal of Ordinance No. 93-6868.


PASSED AFTER PUBLIC HEARING IN OPEN AND REGULAR SESSION OF THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA, THIS 5TH DAY OF JANUARY, 1994.

  
Paul W. Muenzer, Mayor

Attest:

Approved as to form  
and legality:

  
Janet Cason, City Clerk

  
Maria J. Chiaro, City Attorney

Prepared by: Ann Walker, AICP, Community Development Department

m:\ref\council\res\94-7099

94-7099		
Anderson	S	Y
Harms	M	Y
Korest		Y
Pennington		Y
Sullivan		Y
VanArsdale		A
Muenzer		Y
(6-0)		
M=Motion S=Second		
Y=Yes N=No A=Absent		

## Exhibit A

That part of the City of Naples, Collier County, Florida situated in Section 34 Township 49 South, Range 25 East and Section 3, Township 50 South, Range 25 East described as follows:

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thence Westerly along said north right-of-way line of 4th Avenue North to the west right-of-way line of 6th Street North;

thence Southerly along said west right-of-way line of 6th Street North to the north right-of-way line of 4th Avenue South;

thence Westerly along said north right-of-way line of 4th Avenue South to the west right-of-way line of 3rd Street South;

thence Southerly along said west right-of-way line of 3rd Street South to the south right-of-way line of 6th Avenue South;

thence Easterly along said south right-of-way line of 6th Avenue South to the east right-of-way line of West Lake Drive;

thence continue Easterly along a line extending to the intersection of the east right-of-way line of East Lake Drive and the south right-of-way line of 6th Avenue South;

thence continue Easterly along said south right-of-way line of 6th Avenue South to the west right-of-way line of Park Street South;

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thence Northerly along said west right-of-way line of 8th Street South to the south right-of-way line of 7th Avenue South;

thence Easterly along said right-of-way line of 7th Avenue South to the east right-of-way line of 10th Street South;

thence Northerly along said east right-of-way line of 10th Street South to the south right-of-way line of 6th Avenue;

thence Easterly along said south right-of-way line of 6th Avenue South to the east right-of-way line of 12th Street South;

thence North along said east right-of-way line of 12th Street South to the south right-of-way line of 5th Avenue South (S.R. 45 marked U.S. 41);

thence East along said south right-of-way line of 5th Avenue South to the center line of the western branch of the Gordon River;

thence south along said center line of the western branch of the Gordon River approximately 580 feet;

thence Easterly approximately 200 feet; thence South 155 feet; thence East 150 feet to the centerline of River Point Drive; thence North and Northeasterly along said centerline of River Point Drive 260 feet to the south line of Lot 1 of Beaumaris Subdivision;

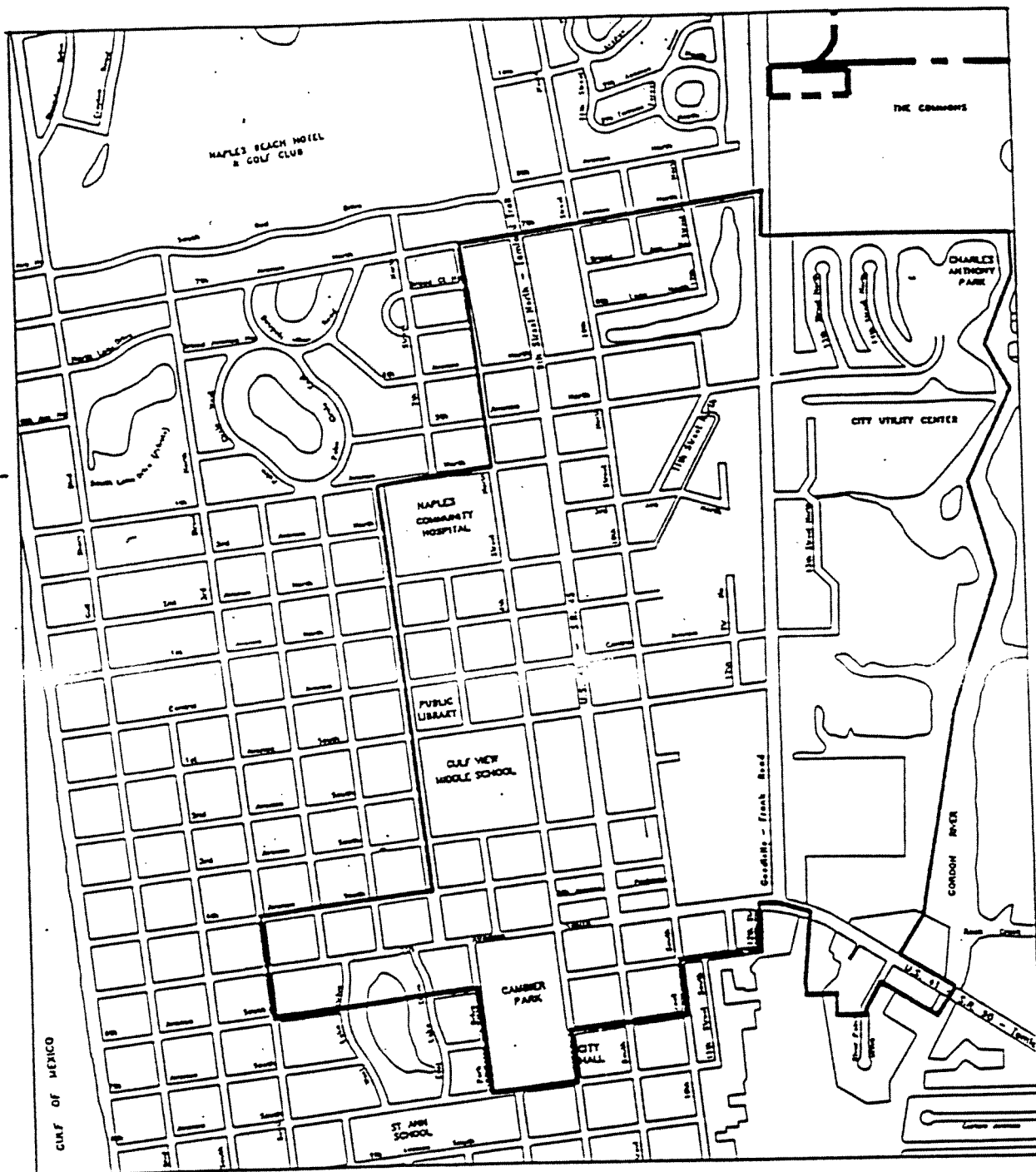
thence Southeasterly along said south line of Lot 1 of Beaumaris Subdivision approximately 500 feet to the center line of the easterly branch of the Gordon River;

thence Northeasterly along said center line approximately 300 feet to the north right-of-way line of U.S. 41; Northwesterly along said right-of-way line 450 feet; Northeasterly 385 feet to the waters of the Gordon River;

thence generally Northerly along the center line of the Gordon River to the intersection with a line being the easterly prolongation of the north line of the River Park East Subdivision;

thence Westerly along said north line of the River Park East Subdivision extended westerly to intersect the west right-of-way line of Goodlette-Frank Road;

thence Northerly along said west right-of-way line of Goodlette Frank Road to the Point of Beginning.



## REDEVELOPMENT STUDY AREA

STUDY AREA BOUNDARY

Prepared by the Community Development Department  
January 7, 1966





*APPENDIX D*

*FIFTH AVENUE  
SOUTH MASTER PLAN*

11 X 17 SHEETS

UNDER SEPARATE COVER

"FIFTH AVENUE SOUTH MASTER PLAN"

*APPENDIX E*

*SECTION  
OF THE  
COMPREHENSIVE  
PLAN*

## **COMPREHENSIVE PLAN**

### **GOALS/OBJECTIVES/POLICIES RELATIVE TO**

#### **DOWNTOWN REDEVELOPMENT**

---

##### **FUTURE LAND USE ELEMENT**

Objective 1: Manage community growth and redevelopment to ensure that it is orderly, balanced, and compatible with the City's desire to maintain and improve its existing residential character, to maintain the viability of its commercial and industrial areas, and to coordinate future land use with the constraints of the City's natural resources and public service capabilities. Development will be managed through the adoption and implementation of appropriate land development regulations.

Policy 1-2: Individual parcels of land will be encouraged to develop according to their optimal use capabilities taking into account compatibility and interrelationships to neighboring uses and natural resources.

Policy 1-3: Building standards and zoning requirements shall provide adequate protection but shall not add unnecessary costs to construction.

Policy 1-4: The review process for obtaining development permits and plan approval shall be as simple, efficient, and effective as possible.

Policy 1-9: Intensities and/or densities for each land use category have been established and are shown in Table FL1A. Development and/or redevelopment which is not in conformance with these standards will not be permitted.

Policy 1-14: Mixed use (commercial/residential) land use designations will be studied and the Future Land Use Element, the Future Land Use Manual, the City's level of service standards, and the land development regulations will be amended in accordance with the findings of the study.

Policy 1-15: The development intensity of mixed use (commercial/residential) land use designation will be equal to or less intense than the existing land use designation.

Policy 1-16: The City will study measures that provide a direct relationship between increasing development intensity and open space and that will assure the enhancement of its current open and green space qualities which have been gradually diminishing.

Objective 2: The City will preserve and protect stable residential neighborhoods, provide a variety of residential areas and housing types to meet the lifestyles and needs of all

residents, and encourage redevelopment and renewal of blighted areas. This will be implemented on an annual basis through the city's Housing Assistance Plan, with an update every three years.

Policy 2-2: Protect single family residential neighborhoods from the undesirable impacts of through-traffic movements.

Policy 2-6: New or expanding commercial or industrial development shall not be permitted to encroach into stable residential areas.

Policy 2-7: New residential development shall not be permitted within the high noise impact zone of the airport.

Objective 3: Maintain a mixture of land use activities which are consistent with other goals of the Comprehensive Plan and which will ensure a variety of employment and investment opportunities.

Policy 3-1: Maintain the economic viability of the City's commercial districts through appropriate zoning and development standards.

Policy 3-2: Continue Naples' role as a focal point of economic activity in Collier County.

Policy 3-4: Encourage diversified environmentally compatible industry to locate in the Naples area.

Policy 3-5: Consider property rights in the land use and development process.

Program 3-1: Continue to support the efforts of the Economic Development Council of Collier County to bring environmentally acceptable, diversified industry into Naples and Collier County.

Program 3-2: Aid merchant and property owner associations in developing long-range development and maintenance plans for distinct and well designed shopping districts.

Land Use Policy 10: Encourage property owner and/or merchant associations to develop plans for specific areas and assist in the implementation of those plans.

Program 3-3: Study the downtown commercial areas to determine appropriate mechanisms which would maintain a vital commercial core.

Objective 4: Provide an adequate amount of land zoned for industrial use, based on past trends, but ensure that such land is used by industrial activities designed in an environmentally acceptable manner to complement the character of the City which is generally low density residential and low-intensity commercial and industrial development.

**Policy 4-1:** Determine past development trends for industrial zoned land to assess future need.

**Policy 4-2:** Industrial uses shall be buffered from residential and other incompatible land uses. Industrial development shall provide for efficient use of the land and be serviced by adequate central water, central sewer, and utilities.

**Policy 4-3:** Industrial uses proposed to be located adjacent, or in close proximity, to residential uses shall be required to have general development and site plans (GDSP) approved by the Planning Advisory Board prior to construction.

**Policy 4-4:** The City will assess the hazard potential of industrial and commercial land uses and any proposed transfer and/or storage of hazardous materials. Appropriate measures and programs will be required to be submitted as part of the GDSP process to assure that the proposed commercial or industrial project will meet or exceed the best management practices. A Development of Significant Environmental Impact may be required by the Natural Resources Manager to assure no environmental impacts.

**Objective 5:** Provide conveniently located and readily accessible commercial districts, as determined by the Future Land Use Map, and ensure that commercial developments are designed in such a manner as to complement the character of the City by protecting neighboring residential areas and providing well-designed and landscaped site plans.

**Policy 5-1:** According to the Zoning Ordinance requirements, adequate landscaping and buffering shall be provided where commercial uses adjoin residential neighborhoods to avoid a negative impact on the residential neighborhood.

**Policy 5-2:** Commercial development shall be compact and in a readily accessible location for the market it is intended to service, and shall not encroach into stable residential areas.

**Policy 5-3:** Traffic ingress and egress from commercial properties shall be regulated by controls such as limiting curb cuts, right turn-only exits, the establishment of common on-site circulation patterns between different developments, and other controls intended to improve safety and efficiency.

**Objective 6:** Provide necessary community facilities and utilities for existing development based on level of service standards, and plan for the provision of land for necessary community facilities for new development. Designate the financial resources needed in the five year capital improvements program.

**Policy 6-3:** New growth shall help pay the capital costs of providing services and facilities to service new growth and to maintain the level of service standards established in the

plan.

**Policy 6-4:** Require that water and sewer construction and extensions, and street right-of-way dedication and improvements, or related construction, for new development be the financial obligation of the developer when new or improved facilities of this type are needed as a result of the new development.

**Policy 6-5:** When technically and economically feasible, public service systems that are necessary for new local distribution or collection shall be placed underground in accordance with the City's Subdivision Regulations.

**Policy 7-1:** Avoid adverse impacts on property, places, or sites that are on the National Register of Historic Places, Florida Master Site File, or designated as a local historic resource through official action by the City of Naples.

**Objective 8:** Improve the appearance of residential, commercial, and industrial areas in order to maintain the unique identity and attractive character of Naples.

**Policy 8-1:** A high sense of aesthetic quality should be encouraged through the continued development of scenic rights-of-way, attractive street designs, including landscaped medians and street tree plantings, and the continued maintenance of adequate open space areas throughout the City.

**Objective 9:** Future development will be directed as designated on the Future Land Use Map. Development will be controlled to eliminate inconsistent land uses by limiting and controlling the location of commercial land uses on the Future Land Use map. Through these measures the City will discourage the proliferation of urban sprawl.

**Policy 9-3:** Encourage innovative development through the use of the planned development change of zone process and by establishing provisions for mixed use areas.

**Policy 9-5:** Development review processes will consider drainage, stormwater management, open space, traffic flow and parking to control the impact of development.

**Program 9-1:** Implement development controls in the zoning ordinance to minimize impacts of strip or commercial development and provide adequate buffer zones.

**Objective 12:** Utilize an urban design framework and develop an urban design plan for the core area of central Naples which considers land use and zoning controls, traffic patterns, parking plans, vehicular and pedestrian circulation and public spaces, design review processes and open space linkages.

**Policy 12-1:** Establish a Central Naples Design Study District which includes a core study area for the development of an urban design master plan. Investigate a special



assessment or taxing district as a funding mechanism.

Policy 12-2: Designate and prioritize specific study parts within the Design Study District.

Policy 12-3: Designate funding in the Capital Improvements Element, or through alternate funding sources, for specific studies needed for the Design Study District in order to implement Comprehensive Plan policies.

Objective 13: Create an open space landscaped system within the Central Naples Design Study District to link together residential and business areas.

Policy 13-1: Consider Cambier Park as a central park or "town green" area and provide open space linkages to the park.

Policy 13-2: Develop landscaped entrances or intersections within Naples to provide designed "signature" focal points.

Policy 13-3: Encourage the development of a unified boardwalk along Naples Bay.

Objective 14: Study the institutional and commercial core area in central Naples and along the southern segment of U.S. 41 in order to maintain economic development potential.

Policy 14-1: Studies within the core area should focus on opportunities for commercial, institutional and medical/health care economic development. Methods to accomplish such revitalization can relate to land use, zoning and development regulations. These studies should result in recommendations which prevent overdevelopment of the existing commercial areas and also prevent encroachment into stable residential neighborhoods.

Policy 14-2: Opportunities for parking structures and traffic circulation changes within the core district should be considered.

Policy 14-3: Consider the formation of a Central Naples Development Authority to analyze public and private partnerships as a means to coordinate plans and finance capital improvements needed within the core study area.



# COMPREHENSIVE PLAN

## FUTURE LAND USE ELEMENT

### RELATIVE TO DOWNTOWN REDEVELOPMENT

#### 2. Commercial

Commercial areas designated on the Future Land Use Map identify the land areas appropriate for office, retail, service, and other commercial enterprises which support the resident and tourist population in the City and the surrounding urban area.

Commercial areas should be consolidated into compact and cohesive areas in order to control strip commercial uses, provide spatial definition to shopping districts, prevent or correct destabilizing encroachment into residential neighborhoods, and to maintain property values. In distinct commercial districts, property owners and merchants should be encouraged to develop a long-range development and improvement plan for their areas.

A mixed use commercial/residential land use designation that would encourage mixed use development should be explored as a possible means of achieving these goals.

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"Limited Commercial" areas are areas that have distinct and limited commercial use. Three such areas include the Fifth Avenue Shopping District, the Third Street South Shopping District, and the Crayton Cove Shopping District. These commercial areas shall be kept compact and unified so that all locations within these districts are within convenient walking distances. Adequate and easily recognized off-street parking areas shall be provided at convenient locations on the perimeter of such districts. A mixture of compatible activities, such as retail, service, office, cultural, institutional, tourist oriented facilities, and residential uses are appropriate and should encourage "twenty-four hour use" of these areas. A high level of architectural design should be encouraged, building intensity and height regulations should be carefully balanced, and landscaping and street plantings should be well established and maintained in order to present an attractive and pleasing environment, retain a "human scale", and create a sense of cohesiveness within each area. Outside storage shall be properly screened, adjacent landscaped buffering provided, and soundproofing required when it is deemed appropriate. Adjoining residential areas must be properly protected to minimize adverse impacts by the commercial districts.

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"General Commercial" areas, such as portions of Eighth Street, the Trail, and Tenth Street, are also designated on the Future Land Use Map and are intended to serve a broad range of activities, such as retail, service, professional, tourist, financial, storage, wholesale, repairs, and a limited number of heavier service commercial uses, as well as limited commercial uses such as those permitted in the "Office" and "Medical" zoning districts. Commercial activities in these areas shall be developed on parcels large enough to accommodate adequate on-site circulation, parking, and landscaping. Architecturally attractive buildings and proper sign control are needed to promote attractive facilities. Access into businesses shall be controlled by limiting curb cuts in order to reduce traffic hazards and encourage common on-site circulation patterns. Screening and buffer areas shall be used to protect adjoining residential neighborhoods, particularly in those areas (presently zoned "C-3") where heavy service commercial uses are permitted.

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### 3. Industrial

Industrial land in Naples should be consolidated into a unified, compact and relatively small area. Industrial activity which would be appropriate in the City includes light manufacturing, warehousing, wholesaling, distributing, service, and research oriented facilities. Industrial activities seeking to locate or expand in the City shall meet strict environmental standards. They should not generate excessive noise, smoke, vibration, glare, odor, or dust, nor should they pose hazards to the health and safety of City residents, or place an unreasonable burden on public facilities and services. outside storage of material may be permitted provided adequate screening is provided. Residential areas shall be protected by requiring landscaped buffer areas or transition areas with more compatible land uses.

Only one industrial area is identified on the Future Land Use Map. It is located in the area bounded by Goodlette-Frank Road, First Avenue South, Eleventh Street and Fifth Avenue North. The City plans to rezone some seven and one half acres of this area to multifamily residential. This land borders on the residential community of River Park and would be designated for low to moderate income housing.

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### 4. Public and Semi-public

Lands designated for public and semi-public uses are divided into two subclassifications: one to identify land presently being used, or proposed to be used in the future, for open space and recreational purposes, and the other to identify land

occupied, or to be occupied, by institutional or governmental buildings.

Land designated for "Public, Semi-Public and Private Recreation and Open Space" use on the Future Land Use Map includes such facilities as public parks, playgrounds, beaches, and other similar recreational areas, and private recreational uses such as private beaches, boating facilities, golf courses, tennis clubs, and other similar uses.

Land designated for "Public and Semi-Public Institutional" uses includes such public facilities as schools, libraries, governmental administration buildings, the City's Public Works complex, and private uses such as educational, religious, or cultural facilities.

## 7. Land Use Intensity/Density Standards

The following Table FL1A establishes intensity and density of use for each land use category. Development and/or redevelopment which is not in conformance with these standards will not be permitted. Within the individual residentially designated areas on the Future Land Use Map, single family homes exist on lots less than 7,500 square feet and multifamily projects exceed the density permitted for new development. Single family residents on existing lots may redevelop so long as the existing lot is not decreased in size. Existing multifamily projects which exceed the density allowed for new development are encouraged to redevelop at a lower density in an effort to enhance the design of these projects and the character of the neighborhood as well as to establish conformity with parking, landscaping, and other design standards. The density standards for redevelopment are established to provide an incentive to existing projects to lower their densities and enhance their design.

The redevelopment of multifamily residential property which exceeds existing density levels will be allowed at a greater density than currently permitted for new development as long as all of the following criteria are met:

- 1) The density by which a multifamily project exceeds current standards is reduced by a minimum of 50% and the density standards shown in Table FL1A for redevelopment of multifamily categories are not exceeded.
- 2) The redevelopment will enhance the character or quality of the neighborhood in which it is located; and
- 3) Any nuisance feature involved is decreased; and
- 4) Vehicular traffic generated from the property is decreased; and
- 5) Parking and landscaping are enhanced; and

- 6) Appropriate drives, walks and buffers are installed; and
- 7) The overall design of the site is improved from existing conditions.

If all of the above criteria cannot be met, the property will be required to conform to all requirements for new development.

TABLE FL1A

DENSITY AND INTENSITY STANDARDS BY LAND USE CATEGORY

<u>CATEGORY</u>	<u>INTENSITY/DENSITY</u>	
	<u>New Development</u>	<u>Redevelopment</u>
low density residential	one unit per 7,500 - 67,500 square foot lot	one unit per existing lot
medium density residential	maximum of 12 units per acre	maximum of 15 units per acre
high density residential	maximum of 18 units per acre	maximum of 22 units per acre
limited commercial (ltd. retail/office)	50% building coverage	
highway commercial (planned commercial)	30% building coverage	
general commercial (retail/office)	50% building coverage	
mixed commercial (mixed use, waterfront)	50% building coverage	
airport commercial (airport related)	40% building coverage	
industrial (manufacture/storage)	60% building coverage	

institutional  
(schools, govt.)

45% building coverage

recreational

conservation

urban planned  
development

See Table FL1 and  
discussion of UPD  
classification

Source: City Planning Division, 1989.

## 8. Land Use Designations Versus Zoning Classifications

The Future Land Use Map is not intended to be used as a zoning map, but rather as a general indicator of desirable future land use relationships. In instances where lands are designated for a specific land use on the Future Land Use Map, such a designation shall not confer upon the land owner the automatic right to such land use. Before land may be utilized for the use indicated on the Future Land Use Map, it must be zoned in a district which permits the desired land use. Rezoning shall be in accordance with the standards and procedures as established by the City of Naples Zoning Ordinance and other applicable regulations. The Future Land Use Map identifies the most intense land uses that should be permitted. In some instances, a less intense use (e.g. a residential use rather than a commercial use) may be acceptable and consistent with the intent of the plan, but such instances will have to be judged individually through the rezoning process. However, the Local Government Comprehensive Planning and Land Development Regulation Act mandates that development must be consistent with the adopted plan, and that the plan, therefore, takes precedence over existing zoning district classifications.

## 8. Blight, Redevelopment and Compatibility

The River Park apartment complex is the only significant area in need of residential redevelopment. This has been cited as an area for the use of Community Development Block Grant funds for various public facility and housing improvements as designated in the Housing Element. Several individual housing units in the Olde Naples area are in need of redevelopment.

Approximately 70% of the City lies within the designated flood area and is primarily developed. Any substantial redevelopment or new development in this area must comply with the existing flood plain development standards as established by the Federal Emergency Management Agency and adopted by the City.

To some extent, residential and commercial land use needs are also being met through the demolition of older structures, assemblage of land parcels and other activities of this type. The City anticipates the redevelopment of several commercial areas: Third Street and Fifth Avenue shopping areas, the waterfront area and land along U.S. 41 from 7th Avenue North to 5th Avenue South. This plan contains specific policies to guide redevelopment.

An urban design analysis and plan for Central Naples, and a waterfront study to guide future activity in the waterfront area will also be undertaken to guide the quality and extent of redevelopment in these areas.

The City's policies as well as zoning provisions and specific areas of concern as designated in the plan will eliminate incompatible land uses. The implementation of long range planning will enhance the integration of compatible land uses.

#### F. URBAN DESIGN

Urban design is the generally accepted name for the process of giving physical design direction to urban growth, conservation and change. It is understood to include landscaping as well as buildings, both preservation and new construction, and rural areas as well as cities. It is the process used to prepare and implement policies and plans that guide the physical development of the built environment and which make it functional, orderly, efficient, visually pleasing, environmentally sound, economically viable, and supportive of generally accepted social and community goals.

It is the intent of the City to incorporate an urban design framework to guide growth and development within the central Naples core study area (see Central Naples Design Study District map, Figure FL3).

**The primary challenge for the City is to allow the downtown area to prosper so that it continues to play a strong role in the marketplace.** At the same time, however, the City must preserve the physical character, scale and ambience of its residential neighborhoods. Special efforts need to be made to preserve the character of Olde Naples, the pier, the fishing and marine activities along Naples Bay and to link the commercial areas within the downtown. City landmarks should be preserved and the area surrounding Naples Bay and the Gordon River should also be protected under a revised Naples Bay waterfront zoning district.

The City and Collier County should create entrances to Naples which are signature intersections in which urban design guidelines are provided. This should be part of the recommendations of any corridor management studies and urban design plans for central Naples.

An open space network is needed which will become a visual and functional organizer of recreational activities, natural amenities and other open space green areas. This should include private as well as public lands, passive as well as active recreation areas, beaches and conservation resource areas. (See Parks, Recreation and Open-Space Element for more information).

This open space framework will be accomplished through the results of various component studies within the Central Naples Design Study District and with supporting objectives, policies and programs of the plan. The studies are supported in various plan elements and include an urban design master plan for the central Naples core area which will focus on existing commercial areas and preservation of existing neighborhoods. Funding for this should come from a special taxing district or other alternate source. The master plan should consider that the commercial districts and neighborhoods are composed of three dimensional qualities including color, scale and efficient use of resources. It should consider image and design to increase human interaction and cohesiveness in design themes as related to landscaping, architecture, paving, building materials and signage. It should also consider focal points and landmarks, special uses and public interaction. Additional projects are needed within the study district in order to carry out the concept of a vital central community. These include the development of an historic district ordinance; revisions to existing zoning to create a waterfront zoning district which provides for greater protection of water dependent uses; mechanisms and provision for low to moderate income housing; additional analysis of an open space network and linkages; and the preservation of residential neighborhoods and conservation lands. The various elements of this plan support these concepts and studies.

## AREAS OF PUBLIC CONCERN

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### 5. "Olde Naples" Area

This primarily residential area of the City, extending generally from 14th Avenue South to Fifth Avenue South and from the Gulf to the Bay, has a particularly unique charm and character which should be protected and enhanced. The area provides the resident and visitor alike with not only an attractive setting but also one with a convenient location relative to the gulf; Third Street South, Fifth Avenue South, and Crayton Cove commercial areas; Cambier Park; the park and boating facility of Naples Landing; the City Pier and Dock; City Hall; and a variety of church, school, and similar facilities. It is, in short, an excellent area in which to live or visit, and it is the intent of the City to protect and enhance its

present character and provide the opportunity to enjoy the area to as many people as possible without causing any detrimental effect on its quality and amenities.

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## 7. Fifth Avenue South Shopping District

The Fifth Avenue South Shopping District is the "Central Business District" of Naples. It is "anchored" by financial institutions and contains numerous retail stores and boutiques, professional and business offices, and service establishments. **The primary issues facing the area include defining the ultimate boundaries of the district, maintaining its economic vitality and attractiveness, and ensuring that adequate parking facilities are provided and maintained as the district may expand in the future.**

The "heart" of the district is a corridor along Fifth Avenue South between Third Street South and Ninth Street, and is clearly delineated by cohesive, unified space created by the street planting and palm trees lining the right-of-way, and by the architecture and mixture of commercial activity. Additional commercial uses extend further to the east on Fifth Avenue, east of Ninth Street, and the north between Sixth and Ninth Streets, generally following the boundaries of the existing "C1-A" zone as designated in the City's Zoning Atlas.

The experience of other cities around the country has shown that it is important to maintain a healthy downtown commercial office district, and that to do so takes a constant awareness of the problems and opportunities of such area. **A competitive downtown area can maintain its success by keeping businesses and points of activity within convenient walking distances of each other; by maintaining an attractive environment for working and shopping by providing a variety of quality retail, service, and office uses; by providing ample parking conveniently located to all points in the district; by maintaining easy access to the district from other areas of the City; and by developing residential mixed-use projects that will provide the benefit of twenty-four hour residential utilization of properties.**



Over the years, providing adequate parking has been a recurring issue in the district. Although parking space requirements under the current Zoning Ordinance appear to be adequate, much of the area was developed under the more lenient provisions of past ordinances. To correct the parking deficiency, some years ago the City established the Naples Parking Authority and created the Fifth Avenue Parking Tax District, which followed the general boundaries of the "CI-A" zone in the eastern half of the district. The Parking Authority provided 365 spaces in four separate parking lots within the boundaries of the tax district. The Parking Authority and taxing district no longer exist. The City owns and maintains these parking lots.

There are two public parking lots in the area that are potential sites for a parking structure. Such a structure could incorporate commercial rental space and would permit the upgrading and expansion of older commercial structures which have no required on-site parking. Such a structure should be well designed so as to be physically attractive, functionally efficient, and compatible with the existing "low key" character of the area.

The City recognizes that the parking areas directly south of the 300 block of Fifth Avenue South are tied to the adjacent commercial uses. Since their uses as parking lots must remain to fill the parking requirements of the adjacent commercial areas, a residential zoning designation appears inappropriate. However, the existence of "RI-7.5" on the southern boundary of the parking lots creates a sensitive land use issue. In recognizing the need to protect the residential neighborhood and the necessity for the parking areas, the City recommends that a portion of this block designated Medium Density Residential on the Future Land Use map should be designated Limited Commercial. This area should also be rezoned from "R3-12" to "CI-A" to acknowledge the connection to Fifth Avenue commercial area.

The uses in this area shall be limited to the existing uses and to accessory uses which are subordinate to the adjacent commercial uses and which are small scale in nature and compatible with the adjacent residential neighborhood. The existing uses are non-commercial parking areas, which serve the Holland Salley Building and the Landmark Building, and a motel. A drive-through bank facility is approved for the

parking lot parcel adjacent to the Holland Salley Building.

Similar transitional areas exist north of 5th Avenue South within the zoning district boundary designated on Figure FL 13 of the plan. An existing drive-through facility is located at the northwest corner of 4th Avenue South and 7th Street South. This use can continue as an accessory use to any existing bank facility on 5th Avenue South.

All new development or change of use, other than redevelopment of existing improvements in these areas will be tightly controlled through the General Development Site Plan review and approval process, and through a comprehensive plan amendment requirement. Any proposed development must demonstrate that it will be compatible with the adjacent residential area and that it has mitigated any potential negative impacts. These areas should be further studied and analyzed as a part of the urban core design study as described below.

The core commercial area and zoning boundaries of the Fifth Avenue South Shopping district are shown in Figure FL13. The Fifth Avenue Shopping District should be kept unified and compact by limiting the boundaries of the area. Additional growth should be vertical that is, additional floors should be added rather than horizontal or spread out. However, the presently permitted maximum height of 30 to 35 feet should not be increased except in conjunction with an overall master development plan for the entire district. Adequate parking should continue to be provided at convenient and easily recognized locations around the perimeter of the district. The alleys, public and private parking areas, and rear sides of the buildings in the District should all be improved in appearance. It would benefit the area if the Fifth Avenue Merchants' Association could develop, with the cooperation of the property owners and the City, a long-range development and improvement plan for the district.

The City will conduct a study to identify public alleys and parking facilities in need of beautification and improvement and fund such improvements through allocations in the Capital Improvement Program. Private developers will be required to improve the appearance of existing development in conjunction with the expansion.

## 8. Naples Industrial Area

The old, dilapidated housing units that made up the former McDonald Quarters "complex" in this area have been demolished. The City now owns the site on which the George Washington Carver apartment complex is located and leases it to the National Corporation for Housing Partnerships. This company owns and manages a 70-unit U.S. Department of Housing and Urban Development "Section 8" low income housing project on the site.

Now that the McDonald Quarters housing units have been demolished, the area between First Avenue South, Fifth Avenue South, Fifth Avenue North, and the two former Seaboard Coastline Railroad rights-of-way on the east and west will be required to redevelop with uses that are compatible with the general area; particularly the residential areas to the northwest and east, and the attractive recent development that has taken place in the Tenth Street area. The City plans to rezone approximately seven and one half acres to multifamily residential. This area borders on the River Park complex and will be designated for low to moderate income housing. This should occur through a "PD" rezone. Opportunities for purchasing land should be considered as possible alternatives to this site. Some incentives may also be considered regarding density bonuses for low to moderate income units (see Figure FL14).

Existing uses in the area include the Naples Daily News, a Florida Power and Light substation, and the Naples Printing Company. These are established, modern facilities and are unlikely to change location or character. Because of these existing uses and various locational factors, this area shall remain designated as the City's major industrial, warehousing, and heavy commercial area. However, in order to guide the redevelopment of this area into a unified district that is compatible with adjacent uses, the City shall invoke the following controls:

- (a) All major development proposals, those new developments having a project area of more than one (1) acre will be required to seek a "PD" rezone classification, which shall include the review and approval of a master development plan. Any minor developments which shall mean those new developments having a project area of less than or equal to one (1) acre, and/or any

expansion of existing uses requiring either new construction exceeding ten (10%) percent of the existing gross floor area or substantial renovation of existing structures or buildings, need only obtain the City's approval of a General Development and Site Plan (GDSP) petition as provided for by the City's Land Development Regulations (LDR's). For purposes of this paragraph, substantial renovation shall mean that renovation which will increase required parking or alter traffic flow which determination shall be made by the Zoning Administrator.

(b) Adequate setbacks that can be used as buffers to protect neighboring residential areas, and to ensure that this area becomes stabilized and is compatible with the surrounding area, shall be required.

(c) Older properties, buildings and uses will be required to be upgraded to present standards through the GDSP review and-approval process.

## 9. Goodlette-Frank Road Area

Goodlette-Frank Road is one of only two major north/south arterial roadways within the City; the other is U.S. 41, also known as the Tamiami Trail. The importance of Goodlette-Frank Road as a transportation artery has increased significantly through its recent widening from two to six lanes from Fifth Avenue South (U.S. 41) to Golden Gate Parkway, and from two to four lanes from the Parkway to Pine Ridge Road to the north.

The widening of this roadway was expedited by the abandonment of the right-of-way for the Seaboard Coastline Railroad a few years ago. The abandoned right-of-way is west of Goodlette-Frank Road and is mostly parallel to it. The abandonment of this right-of-way has made available a narrow strip of vacant land (approximately 100 feet in width in most places) along the entire length of Goodlette-Frank Road. Most of this former right-of-way has remained privately owned.

When considering the amount of this vacant land with the substantial amount of vacant land along the east side of Goodlette-Frank Road (both in the City and in the unincorporated area), there is significant opportunity for future development in this area. Accordingly, it is expected that development will increase in this area as the amount of vacant land along U.S. 41 and throughout the City diminishes, and the growth in the urban area adjacent to the City continues to increase.

It is the intent of the City to ensure that:

- (a) The former railroad right-of-way is used in a manner which will not create land use or traffic circulation problems;
- (b) Access to Goodlette-Frank Road is carefully regulated to restrict the number of curb cuts and other points of access in order to protect its function as a major north/south transportation facility, as recommended in the City's Barr-Dunlop Traffic Study;
- (c) "Strip" commercialization along Goodlette-Frank Road is minimized to the greatest extent possible.

Meeting these objectives would generally require retaining the existing zoning classifications for this area, and coordinating with Collier County to obtain these or similar objectives for the property on the east side of Goodlette-Frank Road that is not within the City limits.

The former railroad right-of-way from First Avenue South to 14th Avenue North has been platted and rezoned for appropriate uses that should be compatible with the existing uses to the west. A large tract of undeveloped land (approximately 8 acres) is located along the former railroad right-of-way between Fifth Avenue North and Seventh Avenue North on Goodlette Road. Recent development in the vicinity includes multifamily development at Seventh Avenue North and office facilities at Fifth Avenue North. The area has recently been rezoned to "PD" for office development. In addition, the right-of-way from Seventh Avenue North to Fourteenth Avenue North has been targeted as a linear park area to eliminate certain recreation deficiencies (see Parks, Recreation and Open Space Element).

The balance of the railroad right-of-way, from approximately 500 feet south of Fleischmann Boulevard to Creech Road, was purchased by Collier County in conjunction with the recent widening of Goodlette-Frank Road.

On the east side of Goodlette-Frank Road, the area north of what used to be the Homeowners Outlet Mall Exchange, formerly Harbourtowne Mall, and south of the City's Public Works complex and horticultural trimmings landfill site is appropriate for a master-planned, mixed commercial, office, and/or light industrial use under the provisions of the "PD" zoning district (See Figure FL15). A change of zone to a "PD" designation will be required in conjunction with the submittal of a specific development proposal. Any future development in this area shall make provision for retaining the function of, or providing an alternative to, the existing drainage canals and ditches that exist in this area.

#### 10. River Park East

The River Park East area is a residential neighborhood bounded by the Gordon River on the east, the municipal Utilities Department yard on the south, Goodlette-Frank Road on the west, and the City limits and undeveloped Collier County property on the north (See Figure FL16). There are 78 single family houses, a 96-unit apartment complex, a City park, and a church in the neighborhood. Undeveloped land in the River Park East area consists of a 7.5 acre parcel zoned "PS" and designated as a community center site at the eastern end of Fifth Avenue North.

Generally the physical appearance of the single family houses indicates that the residences are in sound condition, although routine maintenance is needed on some of the homes. The Gordon River Apartment complex appears to be in good condition; however, an ongoing maintenance program should be continued, and additional landscaping is needed.

Concerns of the residents center around protecting the neighborhood from deterioration and overcrowding, improved lighting, drainage, landscaping, and future development of the undeveloped tracts of land.

The City recently changed certain "R3" zoning to "R1" and certain "C3" zoning to "C2" in an effort to protect the area from increased densities and potentially incompatible commercial land uses. Every effort will be made to enhance and maintain a stable, relatively low density residential neighborhood in this area.

Site plans for any proposed development of the commercial property on the east side of Goodlette-Frank Road shall be reviewed and approved by the City to ensure that an adequate buffer is provided along the east property line, and to ensure that there is limited and properly controlled access to Goodlette-Frank Road.

It is the intent of the City to:

- (a) Encourage the establishment of a neighborhood association to articulate neighborhood needs and problems, and to serve as a "self-help" group for neighborhood improvement projects;
- (b) Monitor the availability of grant programs to assist in maintaining and improving the area;
- (c) Periodically inspect the Gordon River Apartments to ensure that they are being properly maintained, meet minimum ordinance requirements, and are kept free of litter and debris;
- (d) Consider the expansion of Anthony Park to an abutting two acre parcel of land, which was donated to the City, when the need for expansion has been clearly demonstrated.

## 11. Carver/River Park Neighborhood

This area is located north of Second Avenue North, south of Fifth Avenue North, east of Tenth Street North, and west of the "Naples Industrial Area" previously discussed in this section. A map of the area is provided in Figure FL17 on the next page.

Located in this area are both the George Washington Carver and River Park Apartments with 70 and 104 units, respectively. The residents of the George Washington Carver complex receive rent subsidies from the United States' Department of Housing and Urban Development. The land on which the Carver complex is located is owned by the City, which oversees the management of the complex through a City agency, Carver Finance, Inc. The housing complex itself is owned and managed by the National Corporation of Housing Partnerships.

The City has made a strong commitment to maintain and improve this area. In continuing to do so, every effort should be made to cooperate with the owners of River Park Apartments to rehabilitate these apartments. They are old and are deteriorating to the point that significant rehabilitation is needed.

It is the intent of the City to:

- (a) Continue to see that the Carver complex is properly maintained,
- (b) Periodically inspect the River Park Apartments to ensure that they are being properly maintained, meet minimum ordinance requirements and are kept free of litter and debris,
- (c) Monitor the availability of grant programs to assist in the maintenance and improvement of this area in general, and the River Park Apartments in particular,
- (d) Encourage the formation of a neighborhood association that can identify and work toward solving local problems,
- (e) Make the needed "public improvements" in the area (i.e., improved drainage facilities, provision of sidewalks, street and alley improvement and improved lighting, and landscaping),
- (f) Ensure that the residential area is "protected" from the surrounding commercial and industrial uses.

The City has received federal Community Development Block Grant funds which were used for public improvements in the Carver/River Park area. This money was targeted toward drainage improvements, alley and street repairs, street lights, sidewalks and

landscaping.

In conjunction with the policies of the Housing Element, future block grant funds should be used to upgrade and improve the River Park Apartments along with current scheduled improvements. In addition, these funds may be used in conjunction with other mechanisms to assist in the provision of low to moderate income housing. These mechanisms may include the purchase of vacant land designated for low to moderate income housing and a home improvements loan program.

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### 13. Hospital Transition Area

The fifteen square block area bounded by Sixth Street on the west, Sixth Avenue North on the north, Ninth Street (U.S. 41) on the east, and First Avenue South on the south has been undergoing a gradual transition as a result of pressure from expanding institutional and medical related uses. The major influence causing the change in the northern section of this area is the Naples Community Hospital. Public and other institutional activities in the southern portion of the area include the Gulf View Middle School, the Christian Science Church, and the Collier County Public Library. These institutional uses are identified in Figure FL19 on the next page.

The Naples Community Hospital is the only such facility in Collier County. The hospital also has two satellite facilities (North Collier Campus and Marco Island Campus) which may each be expanded in the future to include 50-bed hospitals. The main hospital complex will still remain the major medical center even with these two satellite facilities. Therefore, it is very important to recognize the expansion needs of the hospital and balance these needs with the need to protect the adjacent residential areas.

A community blood center building (7,200 square feet in area) has been completed in the "transitional zone" at the northwest corner of Fourth Avenue and Seventh Street North. On the south side of the main hospital complex, a two story ancillary educational building (i.e., classrooms, meeting hall, and doctors' library) have been built over an existing parking area south of the main hospital building. This will complete the hospital's long range development plans.

Future options under consideration by the hospital include the development of hospital owned properties south of Fourth Avenue North and east of Eighth Street.

The projected rapid growth of the population of Collier County should be paralleled by similar growth in the health services sector of the economy. The hospital is expected to continue to act as a magnet for such related facilities as medical offices, laboratories, medical supply facilities, and long-term nursing care centers. In addition, as the hospital increases its size and services, the staffing requirements will eventually necessitate residential facilities for part of its support staff. Such facilities are necessary because of the scarcity of moderately priced housing in the City. A location near the hospital is desirable for such facilities because of the convenience it provides patients and medical personnel.

As previously mentioned, the Gulf View Middle School and the Collier County Public Library are located in the southern portion of this area. The expansion of these facilities beyond their present sites is not anticipated during the next twenty year period. The Parks, Recreation, and Open Space Element of this plan identifies a

portion of the Gulf View Middle School grounds or the Collier County Public Library grounds as a possible location for a neighborhood park. This proposed park is discussed in that element.

There are two single family residential areas that deserve particular attention; one to the north and the other to the south of the existing Medical ("M") zoning district. Both areas are identified in the following Figure FL20.

The area to the north extends from an east/west alley north of Fourth Avenue North to South Golf Drive, and is bounded by Seventh Street on the west and Eighth Street on the east. The area is developed with single family homes, although there are some vacant lots in the vicinity of Eighth Street and Broad Court North. This area has been pressured from a need for the medical/office uses to the south to expand and, to a lesser extent, from the desire for the multifamily residential uses to the east to expand to the west. Although some homes in this area are in need of maintenance, they are generally sound and the area is large enough to sustain itself as a residential neighborhood. Individual improvements to certain properties, an improved landscaped median on Seventh Street, and a strong commitment on the part of the City that no use other than a single family use will be permitted in this neighborhood should assist in stabilizing it.

The other single family residential area to the south of the present "Medical" zoning district is bounded by Sixth Street on the west, the Naples Community Hospital on the north, various professional office uses on the east, and a large multifamily residential development (south of Central Avenue) on the south, and includes the Christian science Church at the northeast corner of Central Avenue and Sixth Street. This neighborhood of single family homes is relatively small, but the homes are in good condition and are well maintained. The integrity of this residential neighborhood should be protected.

In regard to the "Hospital Transition Area," the City intends to:

- (a) Extend the eastern boundary of the hospital and related medical uses (such as medical offices, nursing care centers, or hospital staff dormitories) to the Tamiami Trail, as identified in Figure FL21.
- (b) Improve the landscaping of the medians on Sixth Street to help provide a more effective and attractive visual buffer between the hospital and the single family residential area to the west.
- (c) Encourage large scale, multifloor medical office complexes, medical supply businesses, laboratories, and similar intensive uses to replace older commercial structures on the Trail (U.S. 41).

(d) Require that the granting of variance, conditional use, or rezoning petitions for the expansion of existing or proposed large institutional complexes, such as the hospital, library or school, be related to the review and approval of a specific development proposal. This process can be incorporated into the existing process of General Development and Site Plan Review (GDSP), already established in the Zoning Ordinance.

(e) Rezone an area between 2nd Avenue North and 4th Avenue North from 8th Street to U.S. 41 from current "C2" commercial zone to "M" Medical to accommodate medical uses on land which is owned by the hospital.

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## 15. Tamiami Trail Area

Portions of the Tamiami Trail (U.S. 41), particularly between Fifth Avenue South and Seventh Avenue North, and the east side of the Trail north of 22nd Avenue North, may be considered unattractive and tend to degrade the image the City has strived to maintain. Problems exist with respect to unattractive signs, a mixture of structures of different and uncomplimentary architectural styles, heights and setbacks, undermaintained or nonexistent landscaping, and improperly screened storage and loading areas.

Maintaining and improving the visual and physical appearance of the Trail is important for several reasons. To tourists passing through the city, portions of the Trail reflect the appearance of any typical Florida coastal city rather than the uniqueness of Naples. An improved appearance would leave a better impression on passing tourists and residents alike, tend to make shopping along the Trail a more pleasant experience, and help maintain or increase property values. Recent new construction in this area has considerably improved the overall appearance of the Trail. Every opportunity should be taken to encourage this trend to continue.

In the past, land use conflicts between commercial users fronting on the Trail and abutting residential neighborhoods have developed because of ineffective land use controls, inadequate buffering requirements, and poor site design. This situation is particularly evident on the east side of the Trail between Sixth Avenue North and 14th Avenue North, and between 22nd Avenue North and Creech Road. On the west side of the Trail, similar conflicts have developed between Fourth Avenue North and Seventh Avenue North. The potential for similar land use conflicts also exists north of Harbour Drive. The City should seek to ensure that future commercial development, redevelopment or expansion adequately protects existing residential neighborhoods. Conflicts of this type result in complaints of noise or visual nuisance and may decrease property values, increase traffic on residential streets, and generally contribute to the deterioration of residential neighborhoods.

It is the intent of the City to:

- (a) Encourage new medical or hospital related uses to locate to the east of the hospital on the Trail, as mentioned in the Hospital Transition Area section of this Plan.
- (b) Encourage property owners to upgrade the appearance of existing facilities in conjunction with the expansion or redevelopment of commercial properties in this area.
- (c) Enlist the support of the Chamber of Commerce and other business groups and civic associations to encourage businessmen to improve and maintain the Trail's appearance.
- (d) Include specific beautification projects in the City's Capital Improvement Program to improve the landscaping of certain median areas and to provide for the planting of street trees on either side of the Trail.
- (e) Enlist the cooperation of Collier County relative to comparable development and beautification standards for the east side of the Trail (north of Creech Road), which is in Collier County's jurisdiction but which directly affects the image of Naples.

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## **COMPREHENSIVE PLAN**

### **HOUSING ELEMENT**

#### **GOALS, OBJECTIVES, POLICIES**

#### **RELATIVE TO THE COMMUNITY REDEVELOPMENT PLAN**

Policy 1-1: Protect and preserve stable residential areas by implementing the policies and programs outlined in the Future Land Use Element of the Comprehensive Plan. Establish standards for the protection and stabilization of residential neighborhoods and define and identify these areas.

Policy 1-2: Promote the conservation and rehabilitation of deteriorating housing units and encourage the appropriate improvement to substandard housing units.

Policy 2-1: The codes and ordinances regulating development shall provide for flexible and innovative residential design and a choice of housing types, styles and price ranges. These shall include principles and criteria guiding the location of special housing need and establishment of development standards for mixed use development forms that incorporate housing within commercial zoning districts.

Policy 2-6: Encourage major employers to provide housing for their seasonal employees.

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**COMPREHENSIVE PLAN**  
**PARKS, RECREATION, AND OPEN SPACE ELEMENT**  
**GOALS, OBJECTIVES, POLICIES**  
**RELATIVE TO THE COMMUNITY REDEVELOPMENT PLAN**

**GOAL:** Provide or encourage the provision of a full range of public and semipublic park and recreation facilities which are well equipped, in convenient locations, and adequate in number for existing and future populations, with particular concern for the needs of the young and the elderly.

**Policy 1-3:** Ensure the preservation and conservation of open space to serve the recreational, environmental, health and safety needs of the City.

**Policy 1-11:** Encourage the dual use of school facilities to meet the park and recreation needs of both the students and the residents in the vicinity of such facilities.

**Policy 3-2:** Maintain existing open space areas and, where possible, acquire additional public open space areas.

**Policy 3-5:** Require developers of major office complexes and commercial centers to include open spaces, in the form of plaza areas, mini parks, or other landscaped open space areas, within their developments.

**Policy 3-8:** New development will be required to plant right of way trees in accordance with the existing tree pattern for that neighborhood or as approved by the Community Services Director. Any right of way trees to be removed due to driveways and accesses shall be relocated to a location designated by the Community Services Director at the cost of the developer.

**Policy 5-1:** Provide additional landscaping, pedestrian walkways, bikeways or recreational facilities at key locations to further define the City's unique sense of place.

**Policy 5-2:** Incorporate Cambier Park into a "town green" design concept and study potential alternatives for its direct connection to Fifth Avenue South.

## **COMPREHENSIVE PLAN**

### **INTRODUCTION/CULTURAL GOALS, OBJECTIVES AND POLICIES**

#### **RELATIVE TO THE REDEVELOPMENT PLAN**

**Objective:** Develop a cultural action plan which is based on a Comprehensive needs assessment process. The plan will be used as an agenda for integrating the arts, humanities and cultural amenities of the community.

**Policy:** Support a cultural needs assessment team to carry out the development of an action plan and survey and assessment work.

**Policy:** Stimulate greater governmental and public awareness and appreciation of the importance of cultural affairs to the people of Collier County.

**Policy:** Promote the development of Collier County artists, cultural institutions and community organizations sponsoring cultural activities, and their audiences.

**Policy:** Encourage greater and more efficient use of governmental and private resources for the development and support of cultural affairs.

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## **COMPREHENSIVE PLAN**

### **TRAFFIC ELEMENT**

#### **GOALS, OBJECTIVES AND POLICIES**

#### **RELATIVE TO THE REDEVELOPMENT PLAN**

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**GOAL:** Provide an efficient, balanced, attractive, and safe multimodal system of transportation facilities in accord with recognized safety standards, various land use demands and environmental considerations unique to the City of Naples.

**Objective 1:** Protect the integrity and character of existing and future residential neighborhoods by maintaining existing levels of service. Where possible decrease traffic flow in residential neighborhoods by diverting through traffic to alternate arterial.

**Policy 1-2:** Require landscape buffers between residential neighborhoods and arterial and collector streets through zoning ordinance provisions.

**Policy 2-1:** "Clustered" commercial development, with limited and integrated access to U.S. 41, should be encouraged relative to all vacant, commercially zoned property and relative to the redevelopment of previously developed property.

**Policy 2-2:** Control connections and access points of driveways and roads through the site plan review process in the Zoning Ordinance which outlines standards and criteria.

**Policy 3-1:** Require through the zoning ordinance and building code that all future circulation related improvements be designed to accommodate pedestrians, cyclists, and the handicapped, and consider needed motorized and non-motorized vehicle parking.

**Policy 3-2:** Give priority to those portions of the overall sidewalk/bike path system providing access to and from school areas.

**Policy 3-4:** Include pedestrian and bicycle needs in the review of General Development Site Plans.

**Policy 3-5:** Require transportation and traffic impact analysis for all commercial and residential development proposals over one acre.

**Objective 6:** Enhance and maintained the appearance of the City's streets, alleys, public parking areas and related signs, and trash containers, and require the protection



of existing and future rights-of-way from building encroachment through the Zoning Ordinance.

Policy 6-1: Require newly developing and redeveloping properties to make required street and parking area related beautification improvements according to the landscape provisions in the Zoning Ordinance and, where possible, negotiate landscaping maintenance agreements prior to the installation of highway plantings. Newly developing and redeveloping properties will be required to plant right-of-way trees in accordance with the existing tree pattern for that neighborhood, or as approved by the Community Services Director. Any right-of-way trees to be removed due to driveways and accesses shall be relocated, at the cost of the developer, to a site designated by the Community Services Director.

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**COMPREHENSIVE PLAN**  
**GOALS, OBJECTIVES AND POLICIES**  
**PUBLIC FACILITIES AND WATER RESOURCES ELEMENT**  
**RELEVANT TO THE REDEVELOPMENT PLAN**

Policy 2-17: Encourage the utilization of native vegetation in landscaping to minimize irrigation requirements. Minimize irrigation requirements through the use of native or xeric vegetation for landscaping. Encourage no landscape irrigation between 9 a.m. and 5 p.m. after the establishment of plantings.

Policy 5-1: All electrical distribution facilities, except main feeder lines, serving new growth should be placed underground, except where it is not economically, technically, or operationally feasible...

Policy 6-6: Reduce, by appropriate zoning regulations, decorative and outdoor lighting and other electrical devices that are not required for safety, security, or normal functions of a living or working unit.

## **COMPREHENSIVE PLAN**

### **GOALS, OBJECTIVES AND POLICIES**

#### **CONSERVATION AND COASTAL MANAGEMENT ELEMENT**

##### **RELEVANT TO THE REDEVELOPMENT PLAN**

Policy 2-5: ...Promote xeric (drought resistant) landscaping through the landscape ordinance. Native species shall be used to the greatest extent possible to prevent the encroachment of exotic species...

Policy 4-2: Promote multiple recreation use of the various water areas in Collier County.

Program 4-4: Examine methods of developing a bay front public access boardwalk system in nonresidential areas which would incorporate City-owned bay front land and offer incentives to encourage private owners to link into the system.

**COMPREHENSIVE PLAN**  
**GOALS, OBJECTIVES AND POLICIES**  
**INTERGOVERNMENTAL COORDINATION ELEMENT**  
**RELEVANT TO THE REDEVELOPMENT PLAN**

Program 1-3: Develop metropolitan corridor management plans that improve the consistency of land use and development regulations, and carry out urban design policies along those corridors.

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