



The City of Naples, FL A DECADE OF 5TH AVENUE

**Supplemental List of Points to Andres Duany's Presentation
of February 27, 2004
Including Aerial Images**

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Naples, FL

A DECADE OF 5TH AVENUE

Observation:

Fifth Avenue South is a different place than ten years ago.

Discussion:

DPZ has arrived for a "tune up" which is not as difficult as the original master plan charrette.

Findings:

Some results have turned out much better than DPZ expected.

There was a good "handing over".

But don't estimate the potential for decline – 1970's was a one story pleasant, laid back main street; 1980-90's it declined to \pm 75% vacancy; 2000's now miraculous success; but in 2010 how do you stave off the potential decline again?

After all the success should not wait too long to discover what went wrong and address coming issues.



Naples 1994

REPOSITIONING NAPLES

Observation:

Naples is transitioning from seasonal resort to year-round/full time community.

Discussion:

Next wave of retirees are different from current.

New retirees desire for main street walkable lifestyle.

Merchants still operating with seasonal mentality, ie. hours of operation.

Findings:

Reposition as a year round community - see additional points below.

Observation:

Eco-boomers

Discussion:

Eco-boom teenagers are starting to discover the main street which due to the fact that they are teenagers may be intrinsically offensive and lower the quality of the retail i.e. Coconut Grove.

Findings:

Not perceived as an issue in Naples yet, but should be prepared.



Naples 2004

N a p l e s , F L

5TH AVENUE SHOPPING

Observation: **Retail vs. Office**

Discussion:

The retail successes are being taken over by office uses.
There is more entertainment and less shops to get your daily needs.
May become a regional entertainment/lifestyle center.
Becoming a monoculture of restaurants, antiques, and art galleries.
Too many real estate shops.
Lost the dress shops, gift shops, and shell shops.
Rents have gone up.
People expect to be amused and gaps in retail cause people to turn around.
Difficult to regulate retail mix.

Findings:

There will always be a natural morphing and should anticipate more restaurants.
Retail discussion should become more sophisticated (than discussing requiring retail on the ground floor) and even think in terms of the implications of retail to society per the recent CNU Council meeting on retail.
Rezone the first floor for retail only.
Realtors need to redesign their ads.
Use clear glass for retail.
Awnings should extend over sidewalk.
When hiring an architect for shopfront re-facades and renovations also have a retail consultant.

Observation: **Mom and Pop retailers are concerned with rents**

Discussion:

Seasonal retail (May-October dip) fluctuates but has improved in the past few years.
National retailers are not evident because of lack of access, visibility, and convenient parking.

Findings:

Retailers should adjust merchandising presentation for the off season (less expensive).



Realtors need to redesign ad format



Awnings should extend over sidewalks



Well lit store front with clear glass windows

N a p l e s , F L

Observation:

Local/surrounding resident's concerns about usability of Avenue

Discussion:

People that live in town turn backs on shops when the shops become too touristy.

The three cycles of shopping:

- I. 3 days a week – daily needs i.e. groceries
- II. 1 day/week – visit businesses i.e. brokers
- III. 1 day/month – visit household needs i.e. furniture stores

Convenient daily needs offering a variety of useful shops for people to live nearby will require these types of shops to pay less than the going rate for retail.

There is a useful level of government that even conservatives may appreciate that allows the government to intervene and create a framework to provide infrastructure such as affordable housing. Is enabling a local grocery store so different?

From 1991 – 2001 tax value has increased from 30 million – 120 million – now have a lot more tax revenue and should be able to do more for locals.

Be careful that retail does not become too perfumed or too Disney-esque.

Desire for permanent real urban street market w/ fresh foods, flowers, bakery items, etc...

Wynn's may be willing to re-merchandise, but could have ordinance issues including outdoor displays.

Findings:

Create opportunities for neighborhood service shops.

Side streets and south side beyond 5th Ave are opportunities of affordable rents.

Local government to intervene and provide a development site/ building/tenant for local market.

Government should initiate project and invite bids.



Side streets and south side

N a p l e s , F L

Observation:

Why was merchandising plan not implemented? Why are the restaurants not open for lunch or the shops not open after eight?

Discussion:

Main street retailers generally do not like to be told what to do by nature compared to mall retailers, which are required to make improvement by strong management. They will generally listen only when they start losing money – which is not necessarily the current situation.

Findings:

Mom and Pop retailers resist advice.

Observation:

Code does not require shops at grade

Discussion:

Raise to flood line

Retail requires grade access

More expensive to flood proof, but worth for good retail

Findings:

Require shops to be at grade

Observation:

Old Shop Front Improvements (see aerial plan studies)

Discussion:

Set back shops do damage to pedestrian environment.

Findings:

Allow shops to expand to existing frontage without parking penalty if done within two years or replace existing structures with new expanded buildings.

Observation:

Eight Street is a divider – people turn around

Discussion:

The large commercial building is not inviting.

The trees in front of the ice-cream shop block visibility of the shop.



Mom and Pop shops on Fifth Avenue



Set back shops do damage



The trees in front



The large commercial

N a p l e s , F L

Findings:

Re- landscape and use better blade signage to assist with attracting shoppers to cross eight street.

Observation:

Side street shops are less successful

Discussion:

Generally shoppers do not turn corners. Shoppers will move on a main axis between two anchors.

Findings:

Rear parking needs to be designed so people walk past the side street and pedestrian via shops.

Side street shops blade signs should be allowed to impinge on right-of-way and sidewalk.

Observation:

Restaurants

Discussion:

Maintain year-round customer base.

Findings:

Offer restaurants with full range of menu price points.

Restaurants alter price based on season instead of temporary closing.

Offer small plate menus.

Observation:

Festivals

Discussion:

Need to draw more year rounders.

Findings:

Successful festivals reoccur at same time, date, and place.

Increase occurrence and types based on success.



Restaurants should maintain year-round customer base

N a p l e s , F L

LANDSCAPING

Observation:

The City is not maintaining the landscaping well enough.

Discussion:

Complicated design makes landscape hard to maintain.

Trees interfere with signage.

Some of old landscaping is lingering.

Findings:

Simplify the landscape to a few simple species including Dwarf Indian Hawthorne, Bird of Paradise, three story-high palms (non-coconut variety), tabebuia tree.

Stick to the new palette per Ellin Goetz.



Complicated design

LIGHTING

Observation:

Lighting is insufficient at night.

Discussion:

Many dark places – especially the rear parking areas and alleys.

The commercial businesses close at 5 PM and turn off all their lights.

The street lights are too dim.



Lighting is generally wonderful

Findings:

DPZ feels lighting is generally wonderful.

Wash lens and replace bulbs.

Budget for new lamps in the next 10 years.

At crossings enhance lighting and paint strips.

Better and brighter illumination than current lights needed in alleys, side streets, and parking lots.

Back walls of shops should be lit.

Adopt light ordinance and requirement of businesses to keep lights on in evening.



N a p l e s , F L

PARKING

Observation: Parking concerns

Discussion:

The "park once" attitude for office uses is never an asset. Office businesses have large parking lots that go unused by shoppers.

Findings:

Should provide inconvenient parking with an interesting walk so that "cross shopping" opportunities can result.

The office businesses should allow evening use of their parking lots.

Avoid careless/boring/blank walls so that shoppers will not get bored and turn around.

Eliminate boring experiences in the windows including "out of date" posters in windows, closed blinds in broker/attorney offices.

Require offices to present themselves well with nice lobbies that have interesting stuff to look at.

The real estate offices should hire graphics designers to redesign their little complicated ads and consider new technology like flat panel screens for ad displays.

Observation:

The effects of the east end parking garage

Discussion:

When the east end built the parking garage it caused much more activity of redevelopment compared to the west side that did not build a garage.

Development has hopped over 41 to the east due to ample parking.

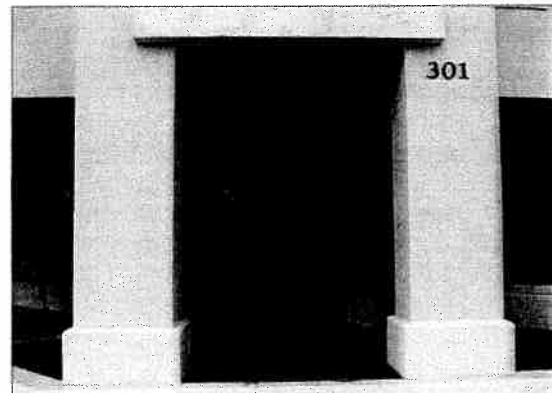
Parking can guide the direction of development.

The "retail flow" stops at 5th Street heading west.

The master plan had an incredible success of "first-come, first-serve" that developers get on-street parking credits toward development.



The park once experience



Avoid boring walls



N a p l e s , F L

Findings:

Continue to utilize the addition of parking garages to guide redevelopment. Move forward on the proposed west end parking garage and southside east end parking garage.

Observation:

A short-term solution to west end parking.

Discussion:

Inefficient and uninviting parking layout.



Uninviting parking

Findings:

Update rear surface parking lots into one large efficient lot. City to lay easement over small parking lots and re-design to maximize efficiency.

Observation:

Proposed northside, west end parking garage (see west side aerial plan study).

Discussion:

May affect adjacent land owners due to increased traffic.



People want covered parking

Findings:

Still correct location.
Mitigate traffic by blocking off 4th Avenue at 5th Street in evenings.
Limit to three stories.
Architectural conceptually like Charleston w/ windows and louvers.

Observation:

Proposed southside, east end parking garage (see east side aerial plan study).

Discussion:

Exiting mahogany trees are an issue.

N a p l e s , F L

Findings:

Still correct site.

Relocate trees from proposed parking garage site and replant in front of ice cream shop and the proposed Civic Center at Park Street (see below).

Build large 4-5 story garage.

Surrounding area should be master planned in detail (see westside aerial).

Observation:

Code now allows carports for parking spaces.

Discussion:

Considered elitist, but people want covered parking.

Findings:

Covered parking is ok in certain locations for employees.

TRAFFIC

Observation:

The locals avoid the traffic congestion on the Avenue.

Discussion:

Vitality of slow moving traffic is glamorous.

Findings:

The open street grid system allows locals to avoid it.

Observation:

Truck traffic is a problem.

Discussion:

Construction/delivery trucks really bother people after 10AM
- having a late breakfast etc.

Findings:

Find alternate routes for trucks.

Prohibit trucks to enter the Avenue.



Traffic



Traffic



Traffic

N a p l e s , F L

Observation:

The 9th Street Crosswalk is dangerous.

Discussion:

The crosswalk and channelization design is not pedestrian friendly.

Findings:

Add high lighting.

Re-channel/re-stripe the travel lane for added traffic calming.



Re-channel/re-stripe the travel lanes for added traffic calming

Observation:

Intersection of 5th Avenue at 8th Street.

Discussion:

Recent addition of turn lanes due to volume has made it less user friendly.

Traffic engineering design was limited to traffic flow.

Findings:

Future traffic engineering must consider urban context and pedestrians.



RESIDENTIAL

Observation:

Permitting residential on ground floor

Discussion:

Raising the interior floor up so the windows are above eye level provides privacy and can create appealing views for passers by of interesting ceiling and fuel the imagination without the visual invasion of privacy that would cause the units to be unoccupied.

May be building apartments too large.

Findings:

If you allow residential on the ground floor, the unit floor plates should be raised a minimum of 30" above the fronting sidewalk.

Build more small apartments in thinner buildings (lofts) – see Ft. Myers.

N a p l e s , F L

NOISE

Observation: **Aircraft Noise.**

Discussion:

Private commercial jets/small aircraft tend to fly over the Avenue just to look down.

Findings:

Banning air traffic from flying too low is impossible.

Observation: **Surrounding residents complain about too much activity.**

Discussion:

Especially concerned about late night activity.

The original master plan concept was to create three distinct places along the Avenue – neighborhood services, household items, entertainment. Now the area may evolve into just two – without the neighborhood service shops.

The existing noise ordinance is complicated and not specific to the Avenue.

Developers and architects may design the wrong building types for urban setting that include a building base that is surrounded by pseudo-natural landscaping and berms like the building is not part of the city.

Findings:

Homebuyers need to better understand what they are buying into and the people that complain are in the wrong place.

Management – enforce no motorcycles, boom box cars, leaf blowers in plaza during lunch, etc...

Consider mitigation of air conditioning noise with heat exchange units.

Create a specific noise ordinance for the two sectors of the Avenue.

Better design, development, and marketing for appropriate urban living.

Pro-active management of the Avenue.

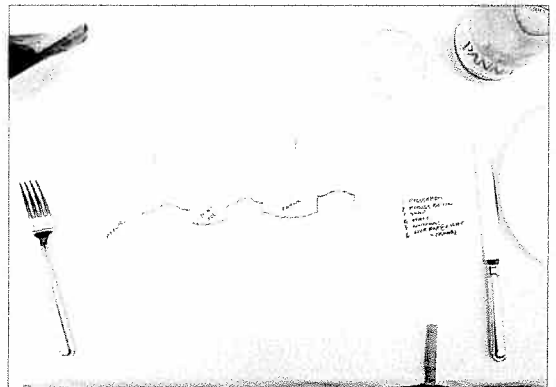


Table cloth notes on Avenue uses

N a p l e s , F L

SIGNAGE

Observation:

Signage

Discussion:

Directional signage conflicts with commercial signage.
The street sign for Eighth Street is not visible due to all the commercial signage clutter.
Neon signs currently not allowed.
Consider Avenue Directory.
Key locations for a directory of shops would be helpful. But do not want it to look like a "Mall". This would also be useful if located in the parking garage.

Findings:

Side streets and vias should have blade signs.
Consider neon signs as an art form within the window.
Come up with a nice directory design - Parisian style. Consider at each corner to show what is along side streets.
Illuminate facades from across the street to appear like moonlight.
Up light trees.

MANAGEMENT

Observation:

Public restrooms do not stay open long enough

Discussion:

If people patronize the Avenue restaurants then they could use their facilities.

Findings:

You decide on present conditions including park needs and local surveys.



Sidestreets and vias should have blade signs



Future buildout

N a p l e s , F L

PARKS

Observation: **Cambier Park**

Discussion:

Built out is a disaster.

Lacks coherence.

Buildings do not relate to each other.

Individual buildings damage open space.

Findings:

None – wait 50 years.

Soften the edges of pocket parks with trees.



COMPLETING THE MASTER PLAN

Observation: **Completing the Master Plan (see aerial plan studies)**

Discussion:

Master Plan succeeded, but parking ran out.

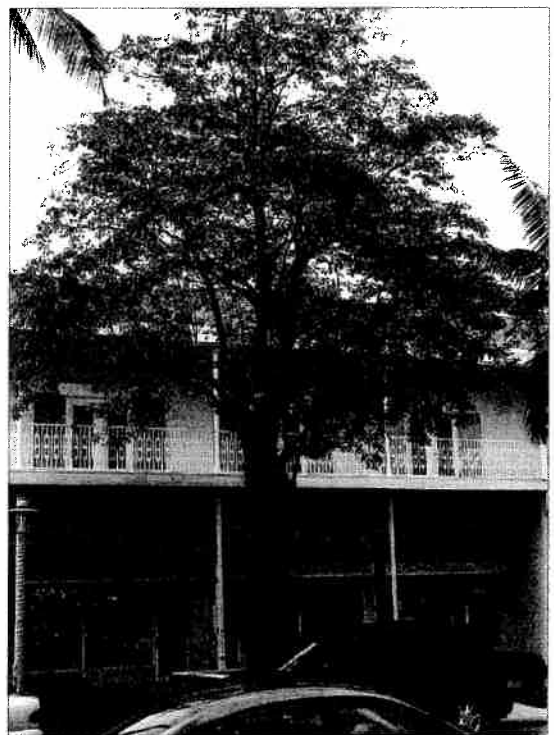
Overall 5th Avenue is a masterpiece even though each building is not.

Findings:

Future build-out should have at least two stories to define space.

Allocate additional parking space in rear alleys and parking lots.

Upper floors should have different uses from first to add vitality.



Observation: **The building color scheme is too bland.**

Discussion:

Too many beiges and yellows.

Bright colors are out of date.

Findings:

May consider eliminating all color except white.

Calm down the color over the next 10 years.

N a p l e s , F L

D U A N Y P L A T E R ~ Z Y B E R K & C O M P A N Y

Observation:

The Park Street Civic Center (see east side aerial plan study).

Discussion:

Emulate the success of the theater by adding a new Civic Center with buildings grouped to include an expanded Arts Center and Women's Club.

Findings:

A new Civic Center detailed plan provided - see east side aerial plan study.

Observation:

Four Corners Gateway (see east side aerial plan study).

Discussion:

Existing gateway needs to be improved. The northwest corner is currently under utilized with a one story building set behind a parking lot.

Findings:

Add new urban shopfront building on the northwest corner with a 20' walk.



Proposed east side opportunities. See key on Page 16 for details.

Naples, FL

EAST SIDE



Existing Conditions








Proposed Opportunities



Final Outcome

KEY for Proposed Opportunities Aerials on pages 16 and 17

-  A. Old shopfront improvements
-  B. Proposed northside, west end parking garage
-  C. Proposed southside, east end parking garage
-  D. The Park Street Civic Center
-  E. Four Corners Gateway

N a p l e s , F L

D U A N Y P L A T E R ~ Z Y B E R K & C O M P A N Y

WEST SIDE



Existing Conditions



Proposed Opportunities



Final Outcome

Community Redevelopment Agency Advisory Board Regular Meeting
July 26, 2004 – 9:00 a.m.

7/26/04 CRAAB Regular Meeting

Attachment 1, Page 1 of 2

The Duany Report
 Recommendations by Action Needed to Implement

	RECOMMENDATION	COMMENTS
	POLITICAL QUESTION:	
	Should the Duany Plan as originally proposed in 1994 be completed, with redevelopment of the entire street?	
	If yes, then....	
	Allow set back buildings to build to front property line without requiring parking.	
	Future buildout should be at least two stories to define space	
	Redesign rear/alley parking to maximize efficiency	\$\$
	Allocate additional parking in rear alleys and lots to parking pool	
	Parking garage at 4th Ave. S. and 4th St.	\$\$
	Parking garage at 6th Ave. S. and 8th St.	\$\$
	New civic center at Park St.	\$\$
	TEXT CHANGES	SAC Comments
	Use clear glass for retail	Already in Code
	Awnings should extend to sidewalk	Continuity more important than width
	Require first floors at grade	Yes
	Calm colors; eliminate all except white	No
X	Allow set back buildings to build to front property line without requiring parking	Political question
	Light back walls of shops	Need a professional study of entire lighting scheme
	Adopt light ordinance	
	Create specific noise ordinance for each section of the street	No, just need to enforce ordinances already in effect
	Allow retail only on the first floor	No, private property issue
	MAINTENANCE/ENFORCEMENT	
	Wash lenses and replace bulbs in street lights	
	Enhance lighting and paint at crosswalks	
	Enforce existing noise ordinance	
	Restripe travel lanes on 5th Ave. at Four Corners for added calming	

**Community Redevelopment Agency Advisory Board Regular Meeting
July 26, 2004 – 9:00 a.m.**

7/26/04 CRAAB Regular Meeting

Attachment 2, Page 1 of 1

Fifth Avenue South/U.S. 41
Urban Design Charrette

RECOMMENDATION	COMMENTS
LAND ACQUISITION	
Acquire Neapolitan land at Four Corners as a strategic development parcel	
DISCUSSION WITH PROPERTY OWNERS	
Work with property owners to renovate older buildings	
Enhance Naples Depot as a cultural facility	
Link Depot with Grand Central Station	
Get community buy in to links with waterfront	
Require new development to include public amenities	
Partner with Conservancy to complete the Gordon River greenway	
NEW REGULATIONS	
Establish standards for open space	
Establish standards for streetscape and pedestrian amenities	
Establish a more visually pleasing set of entrance conditions	
Create zoning overlay district for corridor including graphic code	
DISCUSSION WITH FDOT	
Consult with FDOT to explore diverting traffic to Goodlette Road	
Consult with FDOT regarding additional streetscape and pedestrian amenities	
Consult with FDOT regarding creation of a protected bicycle lane and wider sidewalks	
TRANSPORTATION	
Consider some mode of public transportation	
Conduct a comprehensive transportation demand analysis	

anw:word:41-10/trent: green study recs.doc

Community Redevelopment Agency Advisory Board Regular Meeting
July 26, 2004 – 9:00 a.m.

7/26/04 CRAAB Regular Meeting

Attachment 1, Page 2 of 2

DISCUSSION WITH PROPERTY OWNERS/ FIFTH AVENUE ASSOCIATION		
Require businesses to leave interior lights on		
Office buildings should allow evening use of their parking lots		
Reposition as year round street		
Redesign window displays		
Include retail consultants with other professionals in renovations		
Adjust merchandising for off season		
Offices should present themselves well		
Should have restaurants with full range of price points		
Restaurants should alter prices and menus seasonally		
Eliminate boring windows		
Pro-active management of the avenue		
Add new urban storefront building with 20' wide via to parking		
Create opportunities for local service shops		
Mitigate a/c noise with heat exchange units		
Update rear parking lots		
Blade signs needed in vias and side streets		
LANDSCAPING		
Simplify the landscape palette		Need new landscape plan
Soften the edges of pocket parks with trees		\$
Up light trees		\$
CHORES		
Develop directory signage		
MISCELLANEOUS		
Illuminate building facades from across street		
Better illumination needed in alleys, side streets, and parking lots		Need study
Consider neon signs as an art form within windows		
Prohibit trucks; establish alternate routes		
Increase occurrence/type of festivals		
Provide site/building/tenant for local market or other service shops		\$\$
Budget for new street lamps in next 10 years		\$

Priority	Area	Specific	Chg. Code	City Policy	\$
	PARKING	Alleys & Behind buildings: Pave, drain, re-stripe, landscape	✓		\$
#1	Critical	New Public parking garage at 8 th & 6 th (380 spaces) masked w/3-story retail, commercial and residential lofts	✓	✓	\$\$
#1	Critical	Private parking garage on 4 th & 4 th (260 spaces) masked with 3 story residential	✓	✓	
		Assign spaces to empty lots on south side of Fifth @ west end	✓		
		Spaces must be purchased at \$20,000 each	✓		
		4 th Avenue traffic should be limited: Use of bollards in the Fiv		✓	\$
#2	PARK ST.	Create a civic space with a public square		✓	\$
#2	Critical	Buildings at the square should be rebuilt to 3 stories and indented at the Square	✓	Persuade or require	
		Plant with live oaks from 6 th & 8 th parking lot		✓	\$
		Mask the appearance of the Cambier Alley	✓	✓	\$
	LANDSCAPING	Trim birds of paradise		✓	\$
		Remove trees that are blocking signage & replace with Tabebuia		✓	\$
		Remove coconut palms that are above the line of vision		✓	\$
		Continue to supplement w/three levels of palms		✓	\$
	LIGHTING	Clean street lamps		✓	
		Light the trees more effectively		✓	\$
		Brighten crosswalk striping & flood light them from the corners		✓	
		Add lighting to side streets around the corners from Fifth Avenue to elim. "a sleeve of darkness"		✓	\$
		Eliminate yellow crime lights in the alleys and establish a lighting scheme for the rear of the buildings	Possibly	✓	\$
		Budget to replace the current lighting in 10 years		✓	
	RETAIL MGMT.	More efficient hours		✓	
		Lights must stay on at night	✓		
		Must light the back walls	✓		
		Restaurants should adjust off-season menus and prices		Persuade	
		Extend awnings over the sidewalks	✓		
		Merchants should consider "Restroom Available"		Persuade	
		Clear window glass only on entire street	✓		
		Allow bowed windows along street where feasible (esp. side streets)	✓		
		Allow more tables in Cultural Walkway & other walkways	✓		
		Codify window signage for realtors, travel agents	✓		
	RESIDENTIAL	Consider lofts or studios (24-30 feet deep is perfect size)		Persuade	
		Higher ceilings for better interior light in studio apts.		Persuade	

	TRAFFIC	City cop should monitor and proactively stop noxious noise		✓	
		Eliminate motorcycles	✓		
	SIGNAGE	Consider neon (maybe only on inside as in Rome)	✓		
		Avoid hot spots & glare due to direct lighting	✓		
		Consider lighting with floods directed from across the street	✓		
		Allow larger and well-lit blade signs on side streets only	✓		
		Directories for side streets at every corner	✓	✓	\$
	ARCHITECTURE	Should be less distinctive because it becomes dated		Persuade	
		Consider a fresh color scheme - current one is becoming dated (totally white in about 10 years may be necessary)	✓		
		Allow recessed buildings to move forward with no parking penalty if build in 18-month time frame	✓	✓	
		Entry doors should be easily accessible and easy to use	✓		
		Consider heat-exchange units: quiet & no compressor needed & can even be installed indoors	✓		
		No air conditioning units at ground level	✓		
	FOUR CORNERS	Work with the owners (Ben & Jane Parks) for important new bldg.		Persuade	
		20' walkway from Fifth Ave to rear of buildings (the Parkway)	✓		
	8th STREET	Move the old church to a new location & create more civic space		✓	\$
		Additional lighting		✓	\$
	IMPORTANT	City purchase a building for Public Purpose as part of the Infrastructure (for grocery, Rx, mail, laundry, hair cutting, etc.)		✓	\$
		Mini Parks: too rigid. Softer plantings w/clear center zone and overlapping plantings overhead		✓	\$
	General Statements	"Traffic is the generator"			
		New parking garages are critical "No choice about this."			
		Must promote car-less living on the street			
		Promote a second generation of new construction			
		Need to double the civic space (Park St. square)			
		"Persuasion is a critical part of planning"			
		Have the Daily News print the final report ???			
		<i>Total Text Amendments to the Code</i>	26+		
		<i>Total actions required by the City</i>		24+	