

MASTER PLAN
AND
RETAIL RECOMMENDATIONS
FOR

FIFTH AVENUE SOUTH

CITY OF NAPLES
FLORIDA

FINAL DRAFT
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MASTER PLAN

VOLUME 1 OF 2

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NAPLES CHARRETTE

Closing Presentation--Monday, October 18, 1993

Andres Duany

Perhaps I'll start by explaining what our team of architects and planners did in Naples the last six days — a short synopsis of the charrette. [Fig. 1] We began by drawing every store on Fifth Avenue, as well as all its sidewalks and landscaping, to create a solid base of information. [See fold-out of Existing Conditions at end of publication.] While this material was being collected and produced, there were ongoing public meetings with public officials, community leaders, land owners, merchants, neighborhood residents, and concerned citizens. These meetings ran all day: from nine o'clock in the morning to eleven o'clock at night we were listening to and talking with a few of you. From the beginning we tested ideas, turning what we learned from the meetings into graphic proposals and designs. Finally, the last two days, we closed the door and started producing the recommendations presented here.

This presentation comprises two scales of investigation. One is what we call general policies or general directives. They're general ideas, modifications, or suggestions about Fifth Avenue and its general position within the City of Naples, which you'll hear from me. The other entails the very specific and detailed recommendations that our retail consultant, Bob Gibbs, will give you. So there are two different scales of operation. I will talk about pedestrian movement, vehicular traffic, and landscaping—the overall aesthetics of the street. Bob will talk in detail about the individual shops: whether the jewelry counter is six inches off, whether its light bulbs are the wrong color, or whether its signs are visible, and so forth. It is fortunate that we can operate independently, because I would be drowning in that detail and Bob Gibbs wouldn't have the time to conceptualize at a larger level since he is tracking so much detail.

Bob Gibbs will present his findings first. Bear in mind, he is outlining recommendations and proposals regarding typical examples. Each of the shop owners will be getting a report on his or her shop, all of which are included in this final report. [See Retail Recommendations--Volume 2 of 2]

Well, Bob Gibbs has set a standard for diplomatic criticism that I might not be able to keep up. During the presentation I made the first day, Bob was out doing his job instead of speaking publicly here. To prove that he did exist, we had Bob give a presentation on what he does for the shopping center and mall developers for whom he usually consults. What came through in that presentation was the extraordinary competence of those retailers. And what Bob was being diplomatic about today was that the competition that Fifth Avenue presents to them is so incredibly good. There's no contradiction between successful retail and the small-town charm of neighborhood shops, both of which the citizens of Naples want. But grime, fading posters, broken signs, and other junk are incompatible with the small-town charms of many of Fifth Avenue's storefronts. Naples can continue to feel like a small town, but its retailing must be cleaned up and sharpened. Otherwise, the city will eventually lose its small-town feeling, the feeling of a neighborhood. The small-town stores will go out of business, and the building owners will rent to whomever they can.

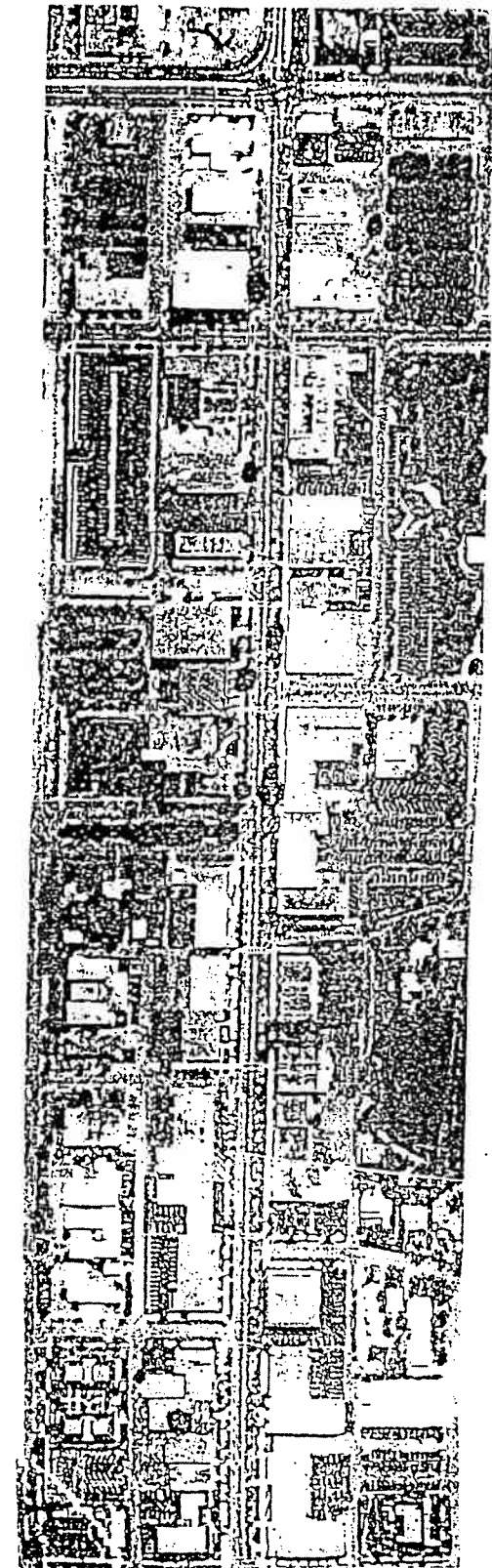


FIGURE 1
FIFTH AVENUE SOUTH
(EAST UP)

THE CURRENT CONDITION OF FIFTH AVENUE

People who do not look at maps or do not fly around in airplanes fail to see what is happening to Naples. [Fig. 2] There are several important things to see in a photograph like this. There are extraordinary locations on the way to Naples from the east, such as the "Sin City" area [Fig. 3, lower left], whose potential has been debated for so long, and the rail station on the other side.

Fifth Avenue east of Ninth Street, which is US 41, is distinguished from the west side by the extremely low quality of its urbanism. It is virtually impossible to be a pedestrian on US Highway 41. Even the Department of Transportation, the DOT, was honest enough not to have a crossing button for pedestrians on US 41. It would be a complete waste of time, and I admire that honesty. The key to reviving Fifth Avenue is not solely to make it work competently from the point of view of retail, as Bob Gibbs discussed. Rather, Fifth Avenue must be made into a community space, a civic space, a place where neighbors can meet and come to know each other. And though the stores may initially draw people in, its location is perfect for the center of the City of Naples. But if the street space does not support pedestrian life, it will be nothing but a mall, an open-air mall, which has no advantages over suburban shopping malls. The mall that is open air is merely a hot mall.

Making Fifth Avenue into the place it has the potential to be requires adjustments from an urban design point of view, which are as delicate as the advice Bob is giving individual stores on lighting and signage. Most of what we are going to be talking about is exactly that: how to make this street wonderful.

Moving west from the low quality urbanism of US 41, the urban fabric of Fifth Avenue changes as parking begins to move to the rear of buildings. [Fig. 4] Traffic does not prevent a street from having a sense of place. Cars must be limited in number, not eliminated. When you remove cars, you remove your shoppers. But cars must be limited and their speed and movement must be carefully controlled.

Along Fifth Avenue there are some spatially ill-defined spots or gaps where parking lots have been slipped in. Heading west, Fifth Avenue turns into a residential street of single-family houses and, eventually, the beach. [Fig. 5] Fifth Avenue is two different worlds. One of its charming aspects is that it goes from the most violent suburban highway life at one end to the most idyllic old Floridian street-life at the other. Chronologically, it goes seventy years: clapboard houses to the west and a seven-lane highway on the east — a remarkable transformation.

LIMITED BUDGETS AND ELEMENTARY IMPROVEMENTS

During this presentation, I'm going to recommend several design guidelines and adjustments. In retrospect, you may think that I've talked about apples and oranges and question why they are in the same barrel, but the detail planning that is necessary requires us to tinker with many small elements. There is one underlying factor regarding all these elements; there is very little money to do much about anything. The property owners and merchants' associations, the city tax base and the public works — all that's available for funding, when spread over the length of Fifth Avenue, dwindles very quickly. So in the proposed plan, we've had to be very clever and very austere in our recommendations. We're not proposing a single solution to each problem; we're giving two or three. There are relative costs; one might cost less than another and so forth. Determining the relative value



FIGURE 2



FIGURE 3



FIGURE 4

of the solutions and their costs is up to the citizens of Naples to decide.

There are aspects to Fifth Avenue that make it different from most of the places that we've worked on. The first is that, unlike most downtowns, this one is not surrounded by a doughnut of poverty. Often, where downtowns have retained their charm and have active office buildings, they are surrounded by run-down areas and crime-ridden neighborhoods, in turn surrounded by middle-class and wealthy suburbs. Physically and demographically, there's a burned out doughnut between downtown and the suburbs. In contrast, there is no doughnut in Naples. From Fifth Avenue to the suburbs there is a continuous fabric of houses and apartments, which is a tremendous advantage over other cities.

The other thing about Fifth Avenue, which is figuratively and literally Naples' Main Street, is that it has not hit bottom. Its economic peak was 1975, and it has been declining since. Statistics indicate that sales have been dropping, but they have not collapsed. We talked to a demographer who concluded, "Naples will probably never hit bottom in anything approaching the degree to which many downtowns have, even in Florida." Because there's such an extraordinary concentration of wealth within the immediate area, Fifth Avenue will never be a main street that closes down and boards up. It will simply bounce along at its current level. If that level is comfortable with you, you can probably sustain it. But most people perceive that things could be better, so we're trying to nudge it up. This is not a situation where I can say, "Well, I'm going to really scare you now, you're dying." Main street is not dying; ten new shops are opening. It's doing okay, but not as well as other places nor as well as it could.

NATURAL AND SCULPTURAL LANDSCAPING

An immediate observation is that Fifth Avenue's landscaping has two attributes. One is that it is mostly tired, old landscaping; the grass is not at all what it should be. [Fig. 6] Just compare it to any sharp retail street. The grass is in trouble. It's maintained as municipal grass is always maintained, which is marginally at best. But interestingly, the little strangely-shaped bushes are very well-trimmed. [Fig. 7] Obviously, municipal gardeners enjoy trimming bushes and put a lot of effort into it. The only problem with these bushes is that sculpting nature into perfect geometric objects, which was so fashionable in the 1960s, is now completely out-of-date. Literally, out-of-date. Just as architecture and storefront design follow trends, so does humanity's relationship to nature. And the current fashion is to let nature be natural, to let plants take on their natural form and to use indigenous species that don't need a lot of maintenance. The influence of this ecological movement on landscape design is evident in this photograph taken at one of the new shopping centers on US 41. [Fig. 8] Shopping center developers do this type of landscaping because it looks better — it's fashionable and easier to maintain. We've learned a lot from what people have told us. One citizen, who was in Naples in 1963 when sculptural landscaping was put in, told me several times, "Get rid of it!"

Fifth Avenue's landscaping, however, is unique. Even if most of it is replaced and made more natural, some of it should be maintained as if it were a historic building. Several areas are privately maintained, such as in front of Southern Exposure. [Fig. 9] It's beautifully maintained and would be a typical example of 1960s landscaping. Bob Gibbs spoke with a regional expert on landscape art who said that sixties landscaping maybe making a comeback. We don't want to make the mistake of getting rid of it just when it becomes the next trend. So, we propose that where sixties landscaping is too ratty, it be replaced with more natural landscaping. But where it's in good shape, the closest thing to preservation ordinances should be adopted to keep it as a piece of Naples' past.

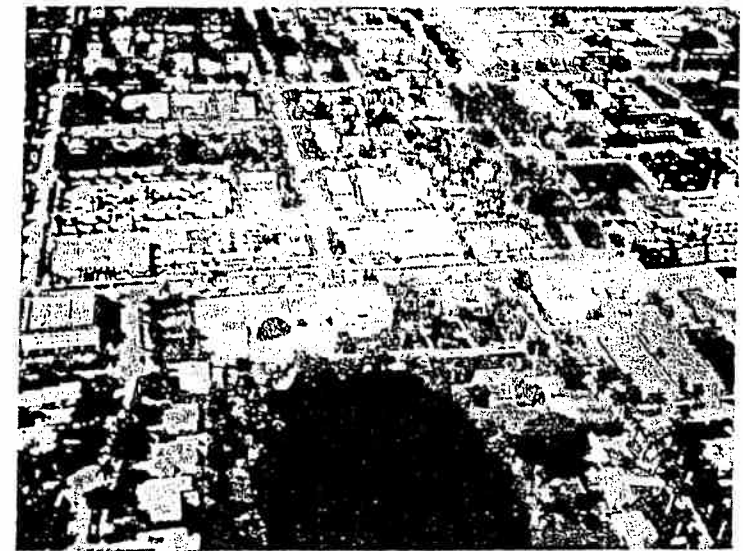


FIGURE 5



FIGURE 6

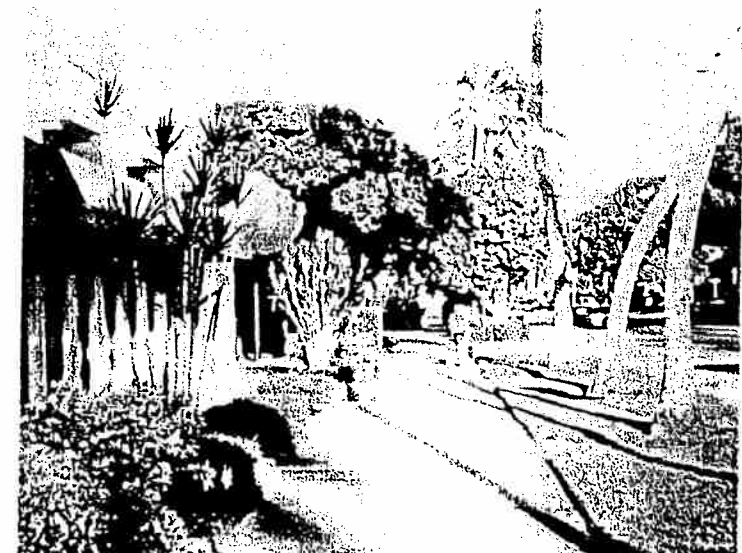


FIGURE 7

And you don't have to visit shopping centers to see natural landscaping. The median on Sixth Street — as it approaches Fifth Avenue from the hospital — was done by a local garden club with wonderfully naturalistic landscaping. [Fig. 10] The members of the garden club are raring to go! "Point us in the right direction," they exclaim. In fact, they have so much energy that they landscaped the median on US 41, which is, I think, an exercise in futility. We're very grateful, but beautiful landscaping is not appreciated by six or seven lanes of cars cruising at forty-five miles per hour. So let's apply this abundant energy and goodwill to Fifth Avenue, where it can be truly appreciated.

We asked three people in our organization to give us ideas about landscaping on Fifth Avenue. Ellen Goetz, a local landscape architect, responded by giving us this suggestion list, which includes the specifying of indigenous species and their costs. [Fig. 11] An urban landscaper and someone from the garden club also gave us suggestions. From them and others, we realized that we're on the right track. I reminded everybody that Naples has a certain look, that it isn't just Florida landscaping. There's a Naples look to create and reflect. Among the dozens or hundreds of possible trees, select those that make sense here.

BICYCLE PATHS

Bicycle paths are very easy to put in, because so many of the roads and the streets entering Fifth Avenue are simply too wide. When roads are too wide, motorists drive too fast. By creating a four to six-foot wide bicycle path with a simple white stripe, the street is narrowed and cars must slow down. [Fig. 12] This makes it much safer for the many people who bicycle, despite the absence of bicycle racks. We'll have bike racks and benches [Fig. 13] in our plan, but we'd also like to stripe in bicycle paths — an easy and inexpensive way of controlling the speed of traffic.

LEARN FROM BOCA RATON'S MISTAKES

This is Third Street, which is one of the best examples of how to do things right. [Fig. 14] Boca Raton, on the east coast, also does things well. It is also Naples' true sister city, because it has similar demographics. Boca is a wealthy city petrified of Miami, just like Naples, and has implemented many policies to prevent "Miami Creep." But it is different in one major way: it is approximately ten years ahead of Naples. Whatever is happening here, happened there ten years ago. It would be very educational if mayor spoke to mayor and planner spoke to planner and so forth. And if people went to Boca to observe what has been done well and what has been done poorly, then Naples could profit from Boca's experience. So I recommend that this kind of exchange be part of a sister city program.

RETAIL SIGNAGE

Fifth Avenue's signage needs to be improved in different ways. We're making proposals for signs to be seen by pedestrians and signs to be seen by motorists. There are now no signs that can be read from the sidewalk. Pedestrian signs are illegal; they're against the code. So we'll write a new code for them, as well as for those seen

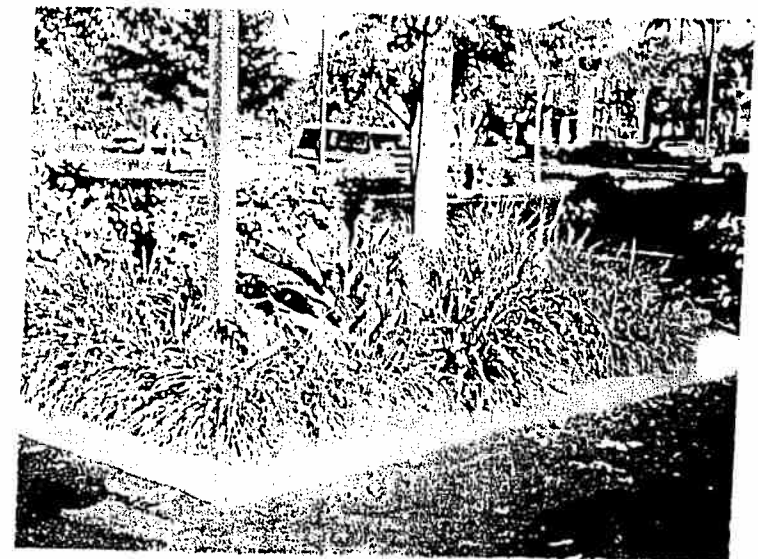


FIGURE 8



FIGURE 9



FIGURE 10

from the car. Today, the car is the shopper. About 22,000 cars pass along Fifth Avenue each day. For retailers and street activity, the street should not be a purely pedestrian place. Since the 1960s, about two hundred main streets in this country have been turned into pedestrian malls. At last count, 198 of them have died. Most of them have been re-opened to cars. Closing the street to traffic has never helped retailers; they need slowly moving motorists. When cars go fast, motorists can't read retail signs. They can't see what is being sold and their cars make life miserable for pedestrians. As I will explain later, the modifications we're making for parking will slow cars down.

MODIFYING THE SIDEWALK AND INSTALLING AWNINGS

Another major element that makes Fifth Avenue such a unique main street is that its sidewalks are separated from the storefronts by twelve feet. [Fig. 15] If you go to any mall or to Venetian Village, you will see that the walkway is no more than twenty-five feet wide, but its entire center is absolutely cluttered with junk. There are planters, signs, and benches. And why is the center so cluttered up? To make shoppers walk close to the retailers' windows, to make them see the merchandise being sold. To me, that's excessive, because twenty-five feet is an awfully narrow space. But on Fifth Avenue, everything is done to keep people at least twelve feet away from the storefronts. As a result, shoppers can't see what is being sold in the stores. From the sidewalk, they don't know if jewelry is being displayed or not, nor can they read the titles in a bookstore. Window shopping then becomes a most peculiar experience, because you have to go along the sidewalk, go up to the window, then come back, go over, go up, come back. The location of the sidewalk is about as bad as it could be. Some merchants have resorted to paving the area between the sidewalks and their storefronts. This is the southern side of Fifth Avenue where this area has been paved. [Fig. 16] The result is an awful lot of paving with very low aesthetic quality. There is neither the quantity of landscaping nor the quality of paving needed to make it better.

Fifth Avenue has two sidewalk conditions: there is the building setback twelve feet from a ten-foot wide sidewalk, between which is the landscaping; and there is the paving over of the landscaping from the building to the sidewalk. There are two solutions for improving both.

The first and easiest solution is to simply move the sidewalk closer to the storefronts, replant the area in the middle where it was, and then add a three-foot wide walk, right at the curb, so that when people get out of their cars they have something to step onto. [Illus. A, lower left] Right now, the potential shopper has to fight his or her way through a jungle, which is something that should have been dealt with before. Moving the sidewalk back transforms the street the least. And if Fifth Avenue is going to have a new landscaping scheme, it should involve rearranging the sidewalk in this way. Just as an aside, when pavement is of limited size, it is not necessary to make it beautiful pavement. The streets of Paris are made out of asphalt, not beautiful brick. In fact, you don't want to distract potential customers with beautiful brick patterns and so forth. You want them to look at the shops. The pedestrian area should be well designed, but not expensively designed.

The second solution comes from the fact that almost everybody who came to the charrette said that Naples is awfully hot and that they are getting awfully old. It's difficult for them to traverse the three-quarter mile of Fifth Avenue on a hot day, which even young people would rather not do. A way to alleviate this is to keep the existing sidewalk and put an awning over it, a twelve-foot arched awning. [Illus. A, lower right] Shop owners would then be allowed to graft smaller awnings onto it from their entry ways. This would produce several benefits. The first

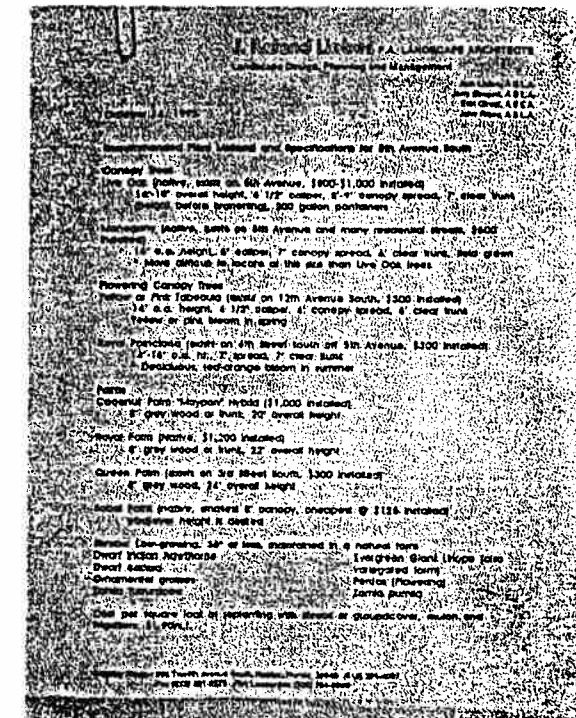


FIGURE 11

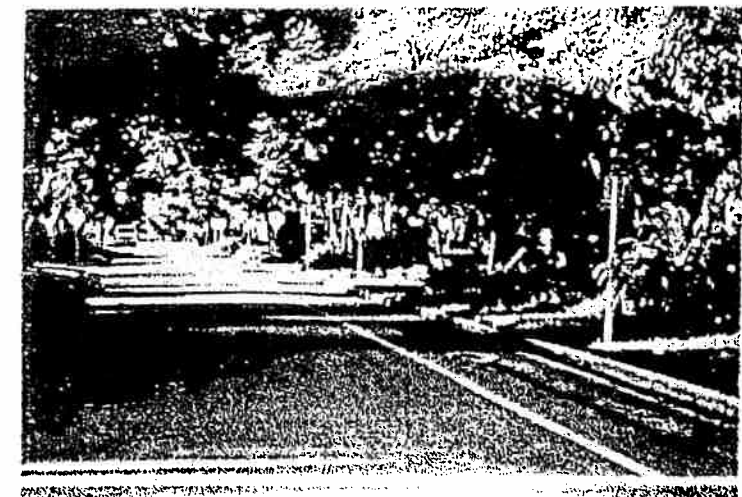


FIGURE 12

is that shade will be provided. The second relates to Fifth Avenue's buildings, most of which are — and I have to tell you the truth — of modest architectural quality. The buildings are utilitarian, they're not aggressive in any way. Some positive attributes, which are important, are that they are calm and comfortable. There's a comportment in Fifth Avenue's buildings lacking in Boca Raton or Palm Beach, which are much more hyped architecturally. Naples should be careful to avoid the excessive fussiness of these designs. Naples' architecture is calm and comfortable, which we're trying to preserve with our new codes.

Providing an arched awning over the existing sidewalk is an easy way of improving the Fifth Avenue's architecture. The awning is like an armature of pipes, as shown in this rendering. [Fig. 17] The awning is as full as can be, but it is not continuous. There are signs for pedestrians and, supported by brackets on top, signs for the motorist that are visible from Fifth Avenue and US 41. The stanchions would have two lights: a floodlight off the vertical piece for lighting the sign and a light for illuminating the building behind. If you've got a good looking building, by all means light it, and if not, point the light into the shop window to highlight its merchandise. This makes much more sense than paying for expensive street lights that usually illuminate bushes or sidewalks.

In funding this proposal, think of it as the budget for the facade and its surroundings rather than for simply the facade. Whatever this costs, it will cover the signage budget, the lighting budget, and the facade budget. Instead of canvas, some of you mentioned that you'd love to have a trellis with bougainvillea. This would have the disadvantage of letting the rain through, but the advantage of being incredibly beautiful. To have a street lined with bougainvillea would be a uniquely beautiful street.

However, we don't have to decide on one solution for the whole street. One block can do one thing, the next block can do another. For now, we recommend that a section of this awning with lights be built, as an experiment to see how it works. There's a chance that there might be something wrong with it. It could be either too low and block the view of the stores or too high and fail to block the sun. We don't know what problems might arise. It's our fourth design; it's a highly massaged design. But if there's something wrong, it's better not to have furnished the entire street, then to make a major mistake. Let's build one or one-half block and have a minor mistake that we can easily correct.

It would be spectacular to start with something that transforms the street as radically as this awning will. So to accelerate its implementation, we went ahead and got bids for its cost. [Fig. 18] We were working at such speed that we had an awning man calculating all weekend. It would be great to have one or one-half block installed now, so that Naples' citizens could test it over the season. Then we'll come back in the Spring to see how it fared, and whether to modify, eliminate, or leave it as it is.

SPATIAL DEFINITION: A RATIO OF BUILDING HEIGHT TO STREET WIDTH

There is a fundamental ingredient for achieving the desired effect on a main street that very few people are aware of. Those memorable places in European towns and older American towns like Greenwich, New Canaan, Key West, Winter Park, and Lake Forest have one attribute in common: the height of the buildings and the width of the street is within the ratio of one-to-three. It rarely exceeds one-to-three. That is to say, the wider the street, the higher the buildings. I can give you a very famous example. In Paris, a city many of us spend a fortune just to visit, the height of the buildings is consistently one and one-half times the width of the avenues. It's a ratio of

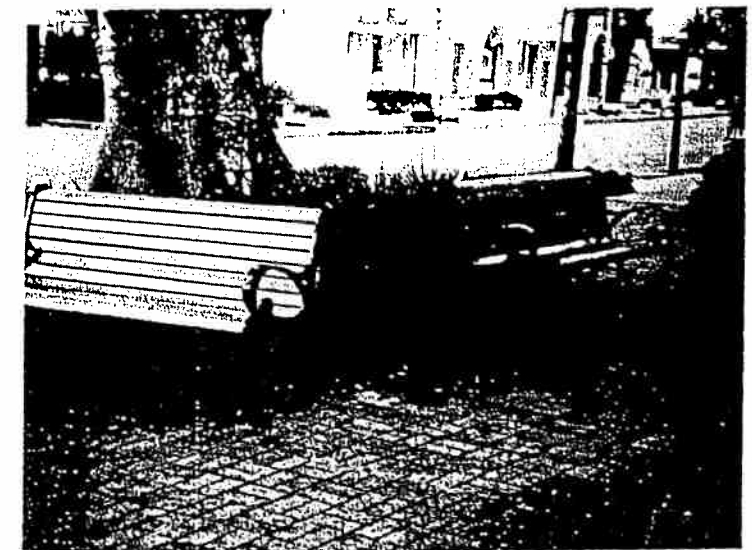


FIGURE 13



FIGURE 14



FIGURE 15

one-to-one and one-half. In most Italian cities, like Florence, the ratio is three up to one across. What these ratios do is define the space, they define the street as an outdoor room, which is what creates a sense of place.

Nearby, the Waterside Shops have a ratio of one-to-one; they're little squares and feel like specific places. In Naples, Third Street is within the ratio of one-to-three, although it relies on landscaping to define its space. [Illus. B] Unfortunately, Fifth Avenue is one-to-eight, sometimes one-to-nine, which is completely beyond the pale — a worst-case condition. [Illus. C] By having parking in front the German deli produces a ratio of one-to-nine, which is "no place." [Fig. 19] Spatially it is very similar to a shopping center parking lot. Although there's a building to the left and a building to the right, it fails to define a space. Now, there are two ways to decrease this ratio. The first is to get serious about landscaping. On Fifth Avenue the palms that previously defined the space are now too tall; their trunks cannot create spatial definition. A new layer of shorter palms is needed. I would prefer a layer of palms that would never grow that high, so that the street's spatial definition would always be maintained. Used consistently, the proposed awnings will also decrease the ratio. [Illus. D] The street will then have a one-to-four height-to-width ratio.

Secondly, limiting the height of buildings along Fifth Avenue to thirty feet, as the city is currently considering, is a first step to positively defining the space. As shown here, the new buildings create a perfect ratio of one-to-two point seven (2.7). [Illus. E] The sooner buildings are made taller, the quicker the street will feel like a place. I can't overemphasize the importance of this. It is absolutely magical when these height-to-width ratios are maintained. All of the world's famous places have it.

A BETTER WAY TO LIMIT BUILDING HEIGHTS

However, limiting the height of buildings to thirty feet can be a problem for two reasons. First, if there is a maximum height, every developer will build to it. They will punch up to it, resulting in a very steady and boring cornice, which is not the American tradition. The American tradition is to have a varied and interesting cornice. The second problem with the thirty-foot height is that if there are about 18 inches of structure between every floor and the building is raised a little to meet flood criteria, then developers are forced to build nothing but eight-foot ceilings. Eight-foot ceilings on every floor, which is exactly what motels do. And the reason why most people comment, "How could anything be this badly proportioned?" is because the spaces are pancaked. I strongly recommend that the height limit be raised to thirty-six feet and measured to the eaves. Cheap developers will stick to thirty feet. But with an extra six feet, other developers will have room to maneuver, to create twelve or fourteen-foot first floors, which lends a certain elegance to the storefronts. It's very important to



FIGURE 16



FIGURE 17

give developers a maximum of thirty-six feet or three stories. In fact, it's better to specify the number of stories. That way, developers will be able to vary ceiling heights, resulting in more interesting cornice lines on the street.

Because the code is ambiguous, there is another problem regarding building heights. Building heights are now determined by measuring to the peak of the roof, which forces developers to build flat-roofed buildings. The codes that measure to the pitch of the roof create flat-roofed towns, which is not what Naples is about. If you want an old-time domestic looking main street, reward the creation of pitched roofs. Measure to the eaves and let the pitch continue up. And the same goes with gable ornamentation. If the peak is limited in height, the result will be flat tops and none of the beautiful gables that are in the tradition of Naples' oldest buildings.

BUILDING SETBACKS AND ENCLOSED PROJECTIONS

We debated an awful lot about how to handle the twelve-foot setback of the building from the sidewalk. This setback is actually private; it belongs to the landowner. And it is a God-send because it provides room for awnings attached to the building facades. [Illus. E, left] Most awnings are an imposition to pedestrian movement. And most cities have a terrible time just legislating where the chairs and tables can be placed. But built into Naples' new code is the possibility of having a full twelve-foot awning that doesn't interfere with pedestrian traffic. If awnings are permitted over the setback, there will be more cafes than previously thought possible. According to the Old Naples Association, a lot of residents were enamored with the idea of outdoor dining and outdoor cafes, which we propose for here.

Awnings are wonderful if you are in the restaurant business, but they're not so good if you're in the bookstore business. And Fifth Avenue has bookstores and many other businesses. So we recommend that the code allow the first floor to project into the street. [Illus. E, right] A solid roof can come forward, bringing the storefront up to the existing sidewalk. This will enhance Fifth Avenue's wonderful scale. The street will be lined with three-story buildings with small, human-scaled, and enclosed storefronts projecting twelve feet into it.

We negotiated with the fire marshal not to force shop owners to install sprinklers under their awnings, since they are no wider than twelve feet. Twelve is perfect; it is all that is needed. If the projection is a permanent addition, the shop owner would have to install sprinklers and connect them to the portable water system. A sprinkler system with six heads would cost between \$750 and \$1,500. It's very low tech, similar to installing pipe. So it was a very reasonable request, and was easily negotiated. It was a matter of finding what the limits are. If you make an awning deeper than the building behind it, then it becomes a fire hazard. But if it is limited to something so narrow that even the most foolish among us would find their way out, it's not a problem.

ALLOW APARTMENTS TO BE ABOVE STORES

An extremely popular idea with all the focus groups, and which also appeared in the Old Naples Association report, was the idea of having apartments above the stores. This is Robinson Court, designed by Al French and recently built on Third Street. [Fig. 20] It has wonderful shops on the first floor, wonderful offices on the second floor, and four wonderful apartments on top. They're really delightful. You should see this building. Any question, any fear of what a three-story building might be like, or whether it's dangerous to live above the store

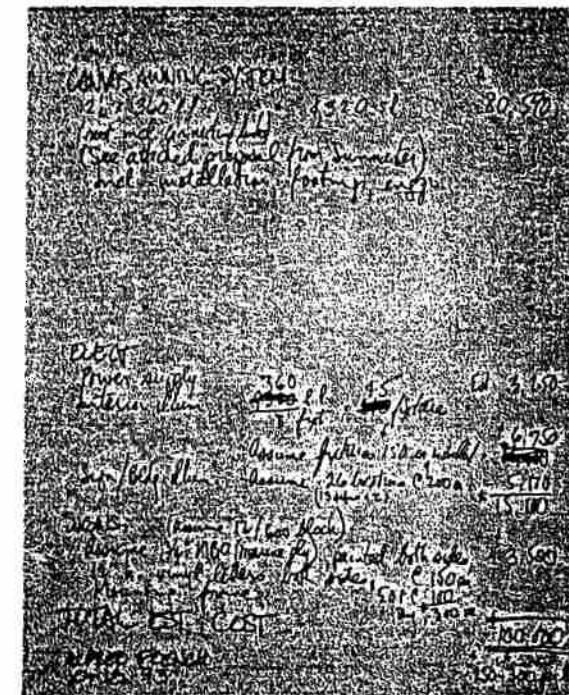


FIGURE 18



FIGURE 19

is answered by seeing this building. And there are other buildings on Third Street which have apartments above shops.

There are several benefits to apartments above the store. First of all, apartments have windows; windows are eyes on the street. When people start to live on Fifth Avenue, it will be a safer place. More people will be on the street and lights will be on in the evenings. Second, for the next ten years there will be only so much office space that's rentable because of over-building. The office market is completely over-built throughout South Florida. But this business of living above the shop is not overbuilt; it is a niche. It is a life-style choice that is simply not available. Wherever it has been built recently, and I know of three places nearby, it has been wildly successful. People love it! They line up to buy these apartments. One of them, which you should visit, is Mizner Park in Boca Raton. Recently finished, it is a tremendously successful main street. The other one, called Main Street, is in Miami Lakes, which is a new town started twenty years ago by Senator Graham's family. We recommend that a chartered bus take interested citizens and developers to these towns to see how successful apartments above shops can be. Apartments above retail makes sense, economically and socially. We really do hope that Fifth Avenue becomes a mixed-use street where people can live, work, and shop. Restaurants can be used by office workers and salespeople during the day and by residents at night. Office, retail, and residential parking can be shared in the same way.

This rendering depicts several three-story buildings on a specific block. [Illus. F] The difference in three stories is not solely in the height; it's also in how aggressive the architecture is. If the architecture is done in a vernacular style, especially a low-key Florida vernacular, then three stories is not overwhelming. The world is full of three-story buildings that people love. But if the architecture is done in an aggressive style of mirrored glass or something else architects do these days, even a two-story building can be hostile. The code we are writing for Fifth Avenue will strictly control the architectural aesthetics.

CREATE CONTINUOUS MULTI-USE PARKING LOTS

There is a tremendous advantage to the multiple-use of parking lots. If parking is used at different times of day by different types of users, it's much more efficient. The Institute of Traffic Engineers, or ITE, rates it much higher. For example, a parking lot which is assigned exclusively to a restaurant or exclusively to a doctor's office has an efficiency of one. If a parking space is available to different users during different times of day — for residents, workers, and shoppers — its efficiency is increased to one point four (1.4). The same parking space has a much higher use.

Usually, when we are hired to improve a main street, the first and the last thing we hear is that there isn't enough parking. We are very grateful to report that we didn't hear too much of that here. Most of Fifth Avenue's parking is in lots behind its buildings, not on the street. Naples' main street has 1,468 parking spaces in the rear, but its peak use, according to the city's statisticians, is 806 spaces. This means that, at any given time, even during the worst part of the season, there are about 600 unused spaces behind the buildings. The reason it seems like there are not enough spaces is because they are so badly managed. There is such a hodgepodge. As shown in this drawing, Fifth Avenue has more parking area than total building footprint area. [Illus. G]



FIGURE 20

However, and also unique to Naples, there is a whole series of implied threats for parking in the wrong space. There is the \$2 fine; there is the \$20 fine; there is the tow-away. And all that the motorist knows is that when he enters the rear parking lot and tries to find a spot, he may have gone past a sign explaining the threat, which may be a very expensive oversight. So people are insecure about parking in the back. Is it private or is it public? Is it okay or will they catch me?

We strongly recommend that the parking lots be managed in a systematic way, the way they are in shopping centers, malls, and hotels. At these places, parking is treated as one large, comprehensive and continuous lot. Managed this way, Fifth Avenue would have more than enough parking. It would require removing the barriers between individual parking lots and the coherent re-striping of individual spaces.

This drawing is a typical example of parking that we rearranged in a very simple way: the parking alleys run north-south and are open to the alley. [Fig. 21, right] No longer is there this weird system in which sometimes the driver can get out through the alley and sometimes he or she cannot. All parking opens onto the alley. From sheer efficiency, the re-striping, the repainting alone increases the number of parking spaces by twenty-five percent. And that doesn't include the fact that many more people will feel free to use it.

A single, large parking lot would be a tremendous benefit to all merchants. Unfortunately, it is expensive to do, because all parking lots are at slightly different levels. The drainage system has an ancient and secret covenant, so neighbors would avoid flooding each other's parking. Leveling them would require a coherent design. It's not inexpensive, but it's worth doing and should be done soon.

How is it going to be funded? We have an incentive system. Parking lots are now assigned to specific shops or to specific buildings, even when they are not used. The efficiency of these parking lots—the percentages of their uses—are revealed in this drawing. [Illus. G] It's horrifying how empty some of these parking lots are because they are not open to all customers. If they were combined, the increased efficiency of the ITE shared parking rate would be applicable. In other words, a parking space would be more than one space, more like one point four (1.4) spaces. So we propose that when landlords on the block get together and do this, their parking should receive the higher rating. Immediately, every lot is more valuable, which allows every building to expand. From both the city and property owners' perspectives, it's really worth doing.

Each parking space has a financial implication. In a shopping center every parking space is worth \$7,000 a year, which is what it yields in sales. That's what it means to Fifth Avenue's retailers. And it certainly means that when a store or restaurant cannot expand because there isn't enough parking, then there's a choke hold on redevelopment and renovation. If developers do these numbers, they'll discover it works very well for them. It's an easy, highly incentive-driven improvement.

These columns analyze the private parking behind buildings. [Illus. H] As I mentioned, there are now 1,468 parking spaces. If all owners combine their parking to allow for general use and for the increased ITE rate of 1.4 to take effect, then there will be parking for 2,057 cars. Current use is only 806, so this will effectively double the efficiency of the private parking.

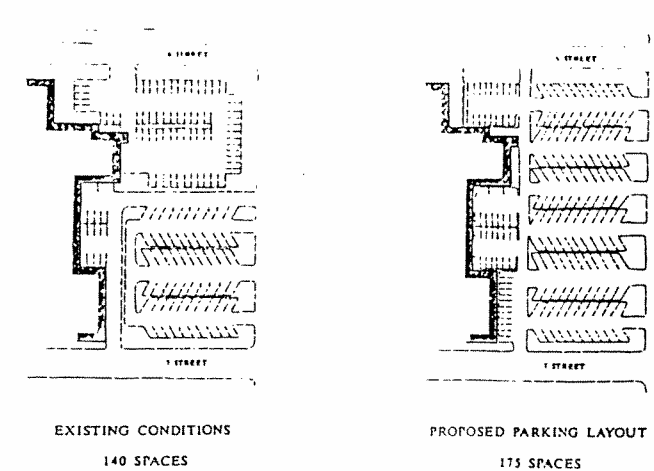


FIGURE 21



FIGURE 22



FIGURE 23

ASSIGNED PARKING SPACES AND SAFER LOT DESIGN

If I may backtrack, it's probably too much to ask for all parking to become general. Some tenants, are going to want their own parking spaces, and will want to maintain some level of punishment if others use them. I was looking at this parking bumper in one of the lots and realized, "Wow, isn't that elegant?" [Fig. 22] It looks as if Ralph Lauren might have designed it. The gold on black is very elegant. A little Dom Perignon type parking. And it gave me the idea that if two colors are used, the driver would know immediately whether he or she is in danger of receiving a fine for parking illegally. For example, the yellow spaces are open and the red spaces are assigned. You don't park on the red unless you know it's for you. This coding would be a very simple; it would work. It would allow every tenant to have a set of monitored parking spaces. And if some red spaces are not being used, then paint them yellow. This is the recommendation for assigning parking spaces: yellow and red paint.

Regarding how to improve existing parking lots, we always like to work with a local model so residents can see how it works. This is a new parking lot in back of the Regency Row building. [Fig. 23] A relatively new building, it also has beautiful landscaping in front. The parking lot in back is a perfect model of what should be done. The bushes are high enough to cover the grilles of car, yet low enough to prevent someone from lurking behind. The palms are high for the same reason - so no visibility is blocked. And the lighting is perfect: just the right amount of full-spectrum white lighting. It's an absolutely beautiful parking lot, day and night. When the other parking lots are redone we recommend that this be the standard. Perhaps, the city or the developer can give us the specifications that created this beautiful parking lot, so that it can become the standard for all other parking lots.

IMPROVE THE PASSAGEWAYS AND POCKET PARKS

When land owners combine their parking lots, not only should they be rewarded with the right to enlarge their buildings, but the city should also have the power to ask owners of certain buildings to make specific improvements. The city should be able to say, "Yes, but in your case you really have to do something about this perfectly awful way of going from the back to the front. This is not in any way a pedestrian-friendly thoroughway and it is detrimental to the shops on the street." [Fig. 24] After all, one of Fifth Avenue's handicaps is that most of its parking is not where the storefronts are. Bringing the shopper from the back to the front has to be a very pleasant and seemingly safe experience. Once the shopper reaches Fifth Avenue, the shopping centers are beat because it feels so much better. All the advantages become apparent. So the transition is a very important and very delicate piece of design.

There are other problems up and down the Fifth Avenue. For example, somehow the German deli acquired a 7-11 parking lot in front. [Fig. 19] I haven't spoken to all the tenants or even the landlord to see what they think of this parking lot, but it's an awful piece of work. It's far below the level of Naples, far below the level of what Fifth Avenue could be. But parking can't be removed without rewarding the owner. That would be merely punitive. To correct the minor illnesses up and down the street, we'll put a reward system in the Master Plan that says, "If you remove these parking spaces and put them behind your building, we'll give you additional parking."

This walkway from the back parking lot to the building's front is very beautiful. [Fig. 25] It can be the model for this transition. In contrast, the little pocket parks should be donated to the Police Academy as examples of high crime locations. Or, I should say, parks designed for high crime. Currently, there is no crime on Fifth Avenue

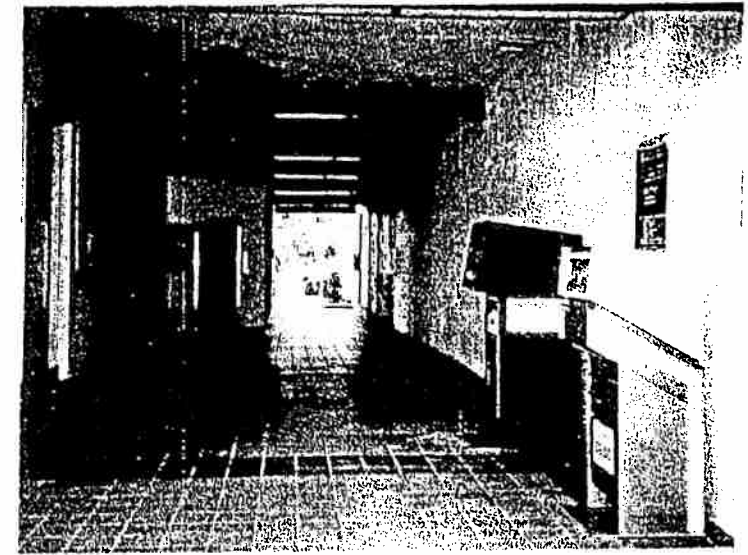


FIGURE 24



FIGURE 25



FIGURE 26

to speak of, which is why these pockets are not mugging centers. [Fig. 26] But they are designed in every way to not work. First of all, because the bushes are high and thick, people can menacingly lurk behind them any time of day. And because there are blank walls on both sides, it is visually boring. According to sociological studies, only when there are windows like these on the side does a place feel safe and interesting enough to be in. [Fig. 25] And the tall trees are perfect because they provide shade without allowing anyone to hide. This walkway should be the model. The others need to be redone if they're going to be an asset, because if crime ever creeps in from the east, these are the places it will occur.

SPECIFIC RECOMMENDATIONS, TENANT MIX, AND COORDINATED ADVERTISING

Bob Gibbs has already spoken about the micro-management of retail, but here is a typical Specific Recommendation for a retail store, which incorporates his evaluations and suggestions. [Illus. I] As part of our final report, it includes the following: a picture of the store; a description of the store, including square footage; a plan of its sidewalk with recommendations for improvements; exterior recommendations for improving its facade and signage; and interior recommendations for improving its efficiency and productivity. This document will make it much easier for a leasing agent go out and get tenants. With Bob's proposed tenant mix, Fifth Avenue will have a thorough document for correctly determining its tenant needs. Active, thriving retail will not just happen. Every shopping center and mall manager goes out and finds the tenants needed for specific locations. By the way, those managers are now raiding Fifth Avenue. They are coming in and making great offers to entice tenants to relocate to their shopping centers. You can no longer pretend it's 1975 or 1963. The mall managers out there are very aggressive, so Naples' leasing agents need to go out and recruit retailers. This document is an instrument for aggressively competing with mall managers, for going out and finding a terrific restaurant in the wasteland of US 41 and bringing it back to Fifth Avenue.

Coordinated advertising is crucial to any concerted effort to attract customers. No single shop on Fifth Avenue has enough clout to bring in people thirty miles away. But a collection of shops, like the six jewelry stores, can, as can six antique stores or six restaurants. This is the first step toward a group ad, with a square for each store. [Fig. 27] Bob recommended that the advertising be comprehensive and well-distributed. The Naples Daily has terrific advertising rates. If it selects the day, a full-page ad is \$750 — an extraordinary bargain.

THE NEED FOR PROFESSIONAL PERMITTING

We heard many complaints about what an awful experience it is to get a building permit in Naples. There were anecdotes that would make your jaw drop. Let me give you a few: what actually happened and what the solutions are.

The way modern codes are written, the extent to which a building can be expanded or renovated is determined by the number of cars its lot can accommodate. There is a direct correlation between the number of parked cars and the size of the building; the more parking spaces, the bigger the building. Parking is the currency of modern planning. So the first anecdote is about a bank; its expansion was denied because it lacked two parking spaces. Fifth Avenue lost a big and elegant tenant to somewhere on US 41. That's a typical anecdote. And what can you do about it? There is nothing you can do. It's the law. It's the way the code is written. Bureaucrats are not stubborn; they are doing their job, which is administering the current code. The solution is not to beat up on the bureaucrats.

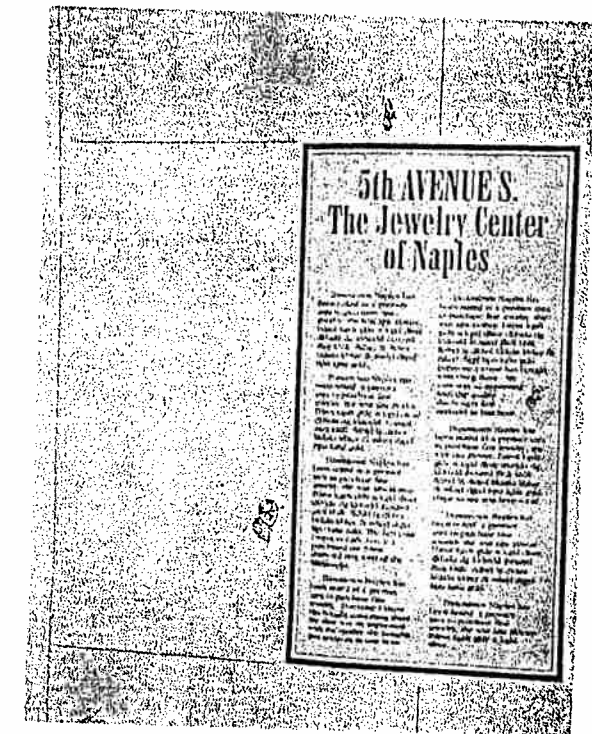


FIGURE 27

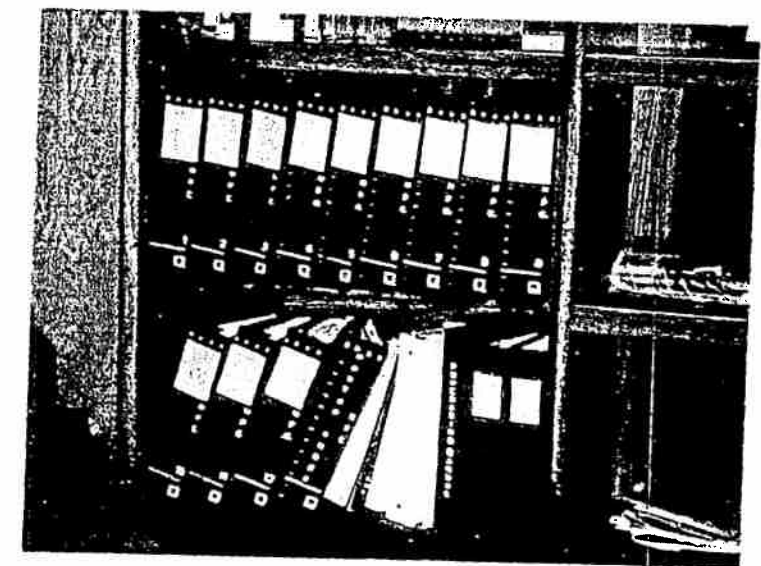


FIGURE 28

The solution is to change the code if the code is stupid. With an intelligent code, having bureaucrats who can administer it that well would be wonderful. The lesson of this anecdote is: change the rigid correlation between cars and what can be built.

The second type of anecdote we heard was, "Can you believe they made me put a sprinkler in a bank vault which is designed to be fireproof? Can you believe that?" Why do sprinklers have to be installed? Because the Florida State Fire Code, which is twelve volumes — I photographed them for you — requires sprinklers in bank vaults, and there is no way around that. [Fig. 28] There were many anecdotes like that. I won't go into the details, but let me say that we were able to negotiate very reasonable compromises with the fire marshal and building inspector on all the things Fifth Avenue desperately needs. For example, building owners won't have to build stunted awnings. Fifth Avenue is the world's largest collection of malformed awnings! They are actually hilarious. [Fig. 29] This has ended. Awnings can now extend twelve feet out without sprinklers. This will create an immediate and extraordinary transformation of the street. If the extension is solidly built with two-by-fours or concrete block, then the area underneath has to have sprinklers.

After meeting for almost three hours with the fire marshal and the building inspectors, I'm confident that they are doing their jobs. For every story about something ridiculous they did to you, they had a story of something ridiculous you did to them. It was one-to-one. What is happening is that Naples is now going through a very difficult period of transition from small-town, down-home methods to big-city economics. This town is growing up. The fire marshal, for example, is trying to be a nice, small-town civil servant by accepting the little sketch of building modifications an owner or builder submits. Or at the site he will say, "Yes, I guess that's okay." Unfortunately, sketches and verbal agreements can be misinterpreted, which means everyone has to cover his or her rear. The fire marshal and the building inspector are bending over backward to accommodate the small-town habit of unprofessional submittals. A lot of sub-professional drawings, sketches, and handwritten corrections are being submitted, which causes more confusion than clarification. So we will devise a system of presentation and processing that requires the submission of professional drawings. Once the fire marshal and building inspector have given their okay, then the drawings will get a stamp verifying their approval. In this way, the permitting process will become more professional.

Those of you who were at the charrette saw how furious I was at some of the anecdotes I heard, the totally irrational things building owners were made to do. But there is another side to this, the fire marshal and building inspector's, which I also can see. Basically, it's a failure to communicate. By professionalizing the permitting process, the likelihood of effective communication will increase. The Good Old Boys, who did it the old way, may not like it, but in the end, the rebuilding of Naples' Fifth Avenue will be more predictable.

The revival of Fifth Avenue is hampered by its reputation for having unpredictable growth and development. Building here is not a good investment because it's such a free-for-all, partly caused by several state and federally mandated building requirements. So, we're looking for loop-holes to avoid these unnecessary requirements. There is one loop-hole I haven't checked. I'm an architect, and the last fire code I looked at wasn't twelve volumes long like Naples'. I haven't asked the fire marshal whether it's mandatory to use that fire code. It might be a state fire code, but the state may not mandate the use of this version. There may be another fire code, an earlier, more simple version that could be used. What the city cannot do is ask the fire marshal not to administer the code. By law, he must administer it, which he does very well.



FIGURE 29

THE ARCHITECTURAL CODE AND THE REGULATING PLAN

The experience of becoming a shop owner or building a building in Naples has to be compared with the same experience in the suburbs. Fifth Avenue's competition are the brand new PUDs — Planned Unit Developments — being built to the east and north of Naples. In PUDs, the permitting process for the building developer is very rational. It is the master developer who has gone through hell to get the permit. They are the people who spent three years and did the DRIs (Development of Regional Impact) to get their PUDs permitted. But once they've done that, the PUDs are basically pre-permitted, allowing builders have a very easy time of it. An architect working in a PUD gets one sheet of instructions telling him or her precisely what to do. He or she has no reason to go to City Hall or to get a lawyer.

Fifth Avenue should have an architectural code as straightforward and simple as one in a PUD. We've been working on this code, which is a sixth generation of its type. We've implemented them in other cities, such as Providence, Trenton, St. Louis, and West Palm Beach. And Naples' main street, Fifth Avenue, can be coded on one page. Shown here, the Architectural Code includes the definitions, the prescribed building heights and setbacks, the assigned building uses, and the specified materials and signage. [Illus. J] It is written in plain English, with complete sentences and proper punctuation. With this code, building on Fifth Avenue will no longer be such an onerous procedure. Right now, a developer has to really love main street to seriously entertain the idea of building on it. So far, everyone has responded positively to this simple code. Perhaps, it can become the code for the rest of Naples.

This is the Regulating Plan, which has to do with rules for regulating the frontages on Fifth Avenue. [Illus. K] As a main street, Fifth Avenue is remarkable. For example, no one has capitalized on the street vistas that terminate on it. Most of the streets coming from the north and south don't cross it; they terminate on it. The main street in Nantucket, which is a beautiful street, has the same attribute. Coming down one of its intersecting streets, the building on the other side of main street receives you, figuratively, with a gable or a window. In Naples, there are no such architectural details; it's completely random. The architects have not paid attention to the act of arriving. The new Regulating Plan requires special architecture at the termination of each vista. It may take a generation to fully materialize, but these details will enhance Fifth Avenue immensely.

Fifth Avenue's new Architectural Code will be one sheet and its Urban Regulations will be on two, so they can be easily distributed, understood, and used.

BUILDING STUDIES: THREE STYLES OF ARCHITECTURE

These building studies show what the code can do. [Fig. 30] Fifth Avenue's existing boxes, usually treated with mansards and awnings, can be modified in two ways. They can be built up to two or three stories or they can be re-facaded. This, on Fifth Avenue, is an example of absolutely substandard architecture. [Fig. 31] It wouldn't be found in a shopping center on US 41. So why does Naples, a place of presumed class, have a code that permits something like this? The general principle is fine; a single story is too low to create an urban quality on main street, so a second story is needed. Adding a story can be done without rebuilding the whole building, but the problem here has to do with its architectural style, or lack thereof.

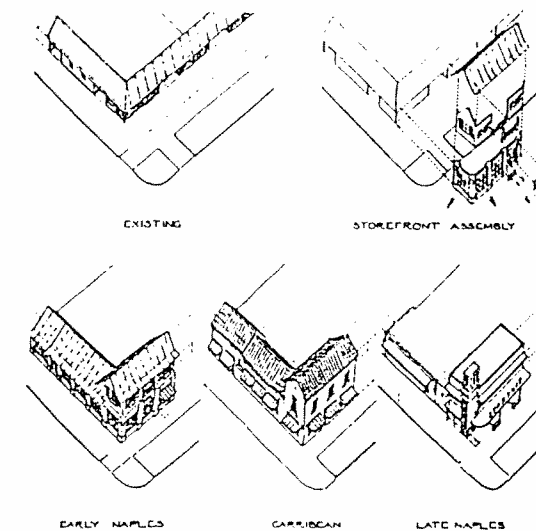


FIGURE 30



FIGURE 31

Architecturally, Naples is unique because it has three distinct styles. The first style is the original Cracker vernacular, as seen in the 1919 block on Third Street. The Wind in the Willows, a beautiful building, is basically a box with thin balconies, which is clearly the Old Florida Cracker vernacular. [Fig. 32]

The second style, which constitutes most of Fifth Avenue, is a modern 1950s style with cantilevers, eyebrows, and angled glass. You may think it is completely out of date, but now it is the "in-est" thing to build. The Art Deco of Miami Beach is like this style, and people love it. In many ways, your main street is that style, though it was built in the fifties. It was never done with any inspiration and it wasn't done with a great deal of soul, but it is the style. It offers a unique opportunity: Fifth Avenue can have a fifties look.

Then there is the most recent style, which is a little problematic. It began honorably enough as a kind of Bermuda style. Al French's building, shown earlier, is in this style. It has a nice, bright color with restrained trim and a white tile roof. It's not Mediterranean, nor is it of Boca Raton or Palm Beach. It's a Bermuda look, but it is about to become baroque Bermuda. The style of some of the buildings on Fifth Avenue, which are also prevalent on Third Street, are too elaborate. The developers spent too much money; the budget for ornament was too generous. The buildings may be beautiful, but they are not calm and comfortable. And what came through so clearly during the charrette was that Naples' citizens want their city to be a calm and comfortable place. It shouldn't have a hyperactive, overly ambitious architecture.

So the question is, do we permit all three styles, which is possible as long as they are restrained — Bermuda but not baroque Bermuda, or do we limit the street to a more homogeneous look the way Palm Beach does? That's something to talk about. These drawings show the same building being treated in three different ways. [Fig. 30] We can write a code that limits buildings to one of these or we can write a code that allows all three. But the existing box with mansard will no longer be tolerated.

ADDITIONAL ON-STREET PARKING

In addition to the private parking behind buildings, the city has numerous public parking spaces on the street. Mostly parallel parking, the number of spaces on the street that belong to the city is 180. However, they could not be less efficiently striped. By re-striping the streets more efficiently, we created an additional 181 parking spaces — just for the price of paint. This view from where we worked, Park Street, is typical of inefficient on-street parking. [Fig. 33] The street has parallel parking but is wide enough for head-in parking on both sides, which would triple the number of spaces. Also, I've never seen Fifth Avenue's funny little squares for parking anywhere else. For efficiency, Fifth Avenue should have one large square for parking, the way Third Street does.

This drawing depicts the haphazard on-street parking that now exists on Fifth Avenue. [Illus. L, lower left] If the gaps are filled in, as the code requires, parking becomes continuous. [Illus. L, lower right]. That's how we found the 181 extra spaces. This table shows the on-street parking capacity. [Illus. H]

The municipality of Naples, like every city, is financially strapped. There's no money to do anything on Fifth Avenue, from installing awnings to improving landscaping. All the money from the public purse is going to the construction of highways and bridges. So I suggest that the additional 181 parking spaces, especially if they are increased to 253 by the shared parking rating, be given to the first developers who rebuild their buildings with



FIGURE 32



FIGURE 33

housing above shops. These spaces are rewards for those willing to take this risk. In my opinion, it's hardly a risk because apartments above shops are always successful. Nevertheless, those developers who follow the Master Plan — adding one or two stories, creating apartments, creating porches, installing awnings — will get free parking, which will run out long before the street is completely rebuilt. Free parking is a great incentive for developers to build quickly.

In going over the numbers with a very skeptical developer, Bob Gibbs explained that even if the apartments cost \$100 a square foot to build and the land were rated at \$25 a square foot, both of which are very high, building apartments above stores is still very profitable. We've spoken to two developers who are now redesigning their buildings with housing on top. It is definitely profitable, but the first to build them should still be rewarded with free parking.

A NEW BUILDING FOR THEATERS AND THE ARTS

I was astonished by the number of theaters and art institutions close to Fifth Avenue. Unfortunately, they are all saddled with inadequate facilities. So they are being raided by the suburban developers. They're being enticed by the offer of free land within a sea of free parking. They don't want to go there, but they can't stay here. And if Naples loses culture, it loses its single most important asset. Ultimately, culture is a city's pride. And Fifth Avenue will be more enjoyable if it has three or four theaters, three or four first-rate galleries, and three or four arts and crafts centers. These cultural institutions have been formed, but they can't find adequate quarters. Providing appropriate and attractive facilities is crucial to the revival of Fifth Avenue, otherwise these institutions will move to the suburbs. They've already had drawings done for suburban buildings, so something has to be done quickly.

Here's an idea to prevent this. Cultural institutions may be able to build buildings, but they certainly can't buy land at downtown prices. That's out of the question. So where is free land downtown? Free land exists in the municipal parking lots. Some of these lots are quite large, like the one behind Winn's Market that is jointly owned with the municipality. Rather than building a multi-level parking garage, as now planned, the city should build a facility for housing the institutions on a deck with parking below on grade. It will have the same amount of parking as now, but the theater groups, cinema operators, and art institutions will now have the facilities they need.

Designed properly, this arts complex could have an entrance on the street by building an extension on the empty lot between Winn's Market and Kepp's Antiques. [Fig. 34] Of course, neither of these stores want to give up this extra parking, but there is an incentive. The building could be the lobby for the cultural facilities, with entrances to both stores off of it. The important thing is to have the complex's entrance or ticket booth on the street. That way, if people find they extra twenty minutes or two hours after buying their tickets, they can shop on the street

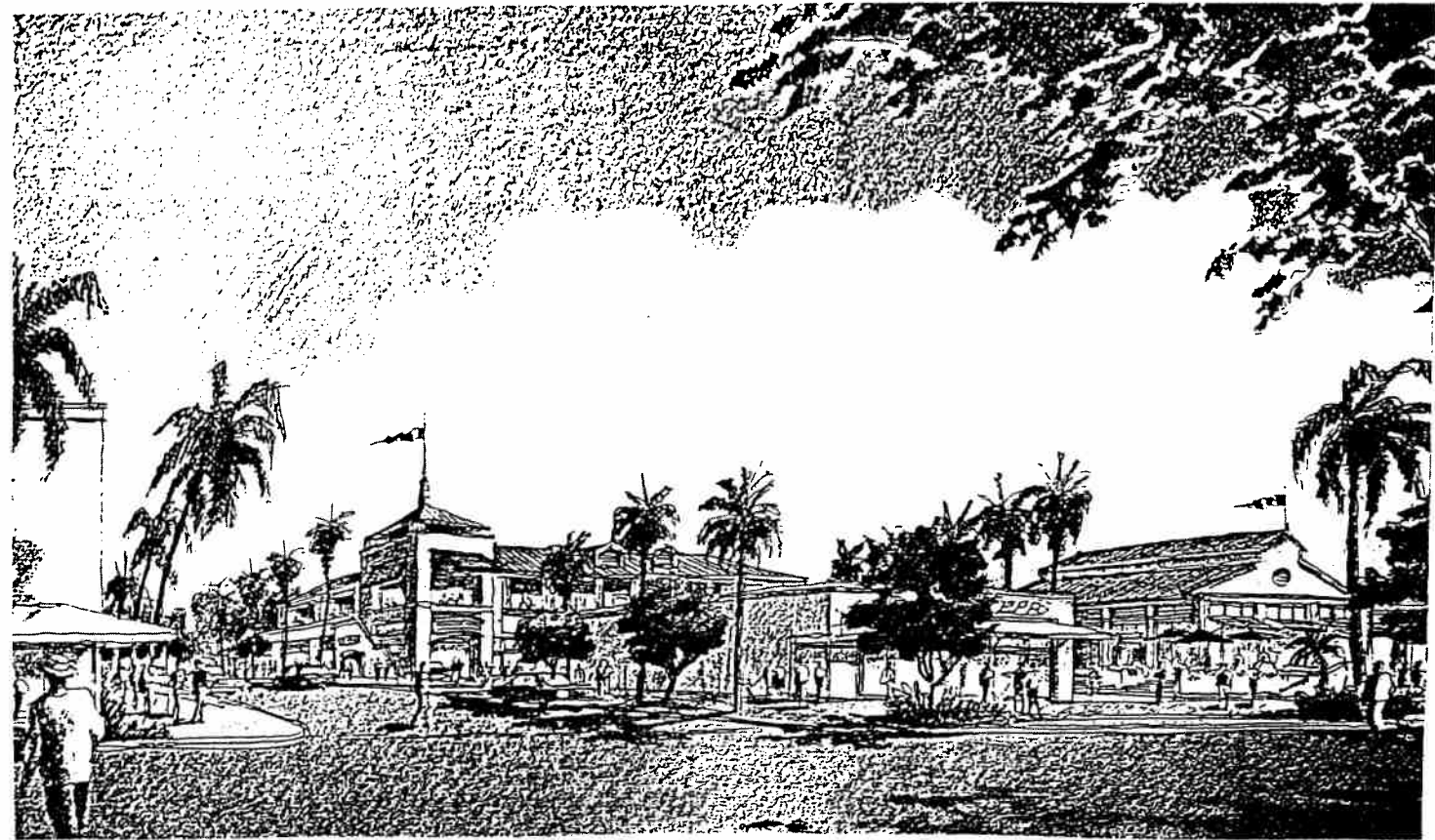


FIGURE 34

or in these stores. It would have a spectacular effect, not only on the street economically, but also on the sort of nightlife that so many of you want but fear. You all want nightlife but you are afraid it will be loud and uncultured. Well, this is the kind of nightlife that the most sophisticated cities have.

It's unbelievable that Naples' cultural institutions are being so maltreated. That's the only word for it. If Naples builds this complex with parking below it, it would be a tremendous asset and a spectacular model for other towns.

Until this project, I hadn't proposed anything that costs much money. A little canvas here, a few bushes there. However, people have responded to similar presentations by remarking, "Well, what did you do? You just rearranged our paint and parking lots." We heard this in Palm Beach, as well as the criticism, "Where's the splash? You gave us beans and boiled potatoes and now we want dessert." So we've learned to provide a couple of "splashy" elements. This cultural facility is a one of them. With its commercial implications, it would be a tremendous shot in the arm for downtown Naples. In the evening, it would have a tremendous effect on the restaurants and shops. *[Subsequent to the charrette, the northwest corner of Cambier Park has been masterplanned to accommodate the Cultural Arts Center because it was felt to be a superior location. A report of the Cambier Park Charrette is attached as an addendum to this report.]*

A ROUNDABOUT FOR FOUR CORNERS

The other splashy element has to do with something everybody hates, which is Four Corners. [Illus. M] Everybody hates Four Corners for different reasons. It took a long time to figure out what was wrong with it because everyone had a different problem with it. For example, "I can't believe I can't get into this parking lot," or, "Where is the left turn I want to take to go north?"

This intersection was designed to shoot the motorist heading west on US 41 up Ninth Street as efficiently as possible. To continue onto Fifth Avenue, the driver has to know what he or she is doing. As a result, this intersection is destroying Fifth Avenue's retail. As Bob Gibbs discovered, when it was improved, the adjacent shop owners took a dive. Obviously, it works for some regional dream of smooth traffic, but it doesn't work for Fifth Avenue. First of all, it is terribly inconvenient. Some people want to do just one thing that they aren't supposed to do; continue onto Fifth Avenue, which blocks up traffic. This intersection doesn't work. This type of intersection can only be resolved by the traffic circle, the old roundabout.

So we designed a roundabout for it. [Illus. N] There's a traffic engineer at the Florida Department of Transportation who's an expert on roundabouts. We've learned from working with him what roundabouts can do, which is permit traffic to flow without interruption--every car can go in any direction without stopping.

Roundabouts have a reputation for being difficult to use. But that's unfair. It's true for only a certain type of roundabout, one where three lanes come in and the roundabout is only three lanes wide. The motorist must be very skilled because there is no room for error. Nor can the driver hesitate, which would annul the advantages of the roundabout. But if the roundabout is designed with two additional lanes—a maximum of three lanes feed in and the roundabout is equivalent to five lanes—one can be a slovenly driver. There is a roundabout in Coral Gables two blocks from my house that I've observed for fourteen years in amazement—it's incredible how badly you can drive and still handle it. It's the two additional lanes that makes it so successful.

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Renovating Four Corners into a roundabout is one of the few proposals we've made that might cost some money. If Naples plays its cards right, the Department of Transportation will pay for it. In our proposal, two of the existing corner buildings have been left untouched. Unfortunately, the liquor store on the southwest corner loses some space and will have to be compensated. It's the one egg that must break to make this omelette, but the result would be a beautiful roundabout.

The proposed pool is for when the City of Naples sits down to negotiate with the DOT. The DOT is completely convinced that beauty is distracting to drivers. Accordingly, we put in this enormously tall fountain, so that when they say no, Naples can negotiate it away. [Fig. 35] Fountains rarely work all the time anyway, and they're too expensive. The royal palms and flowers are what's important to have, and will be more appreciated. Get the garden club to create a beautiful arrangement. Apart from smoothly flowing traffic, this intersection will be famous again because it will be absolutely unique in the country.

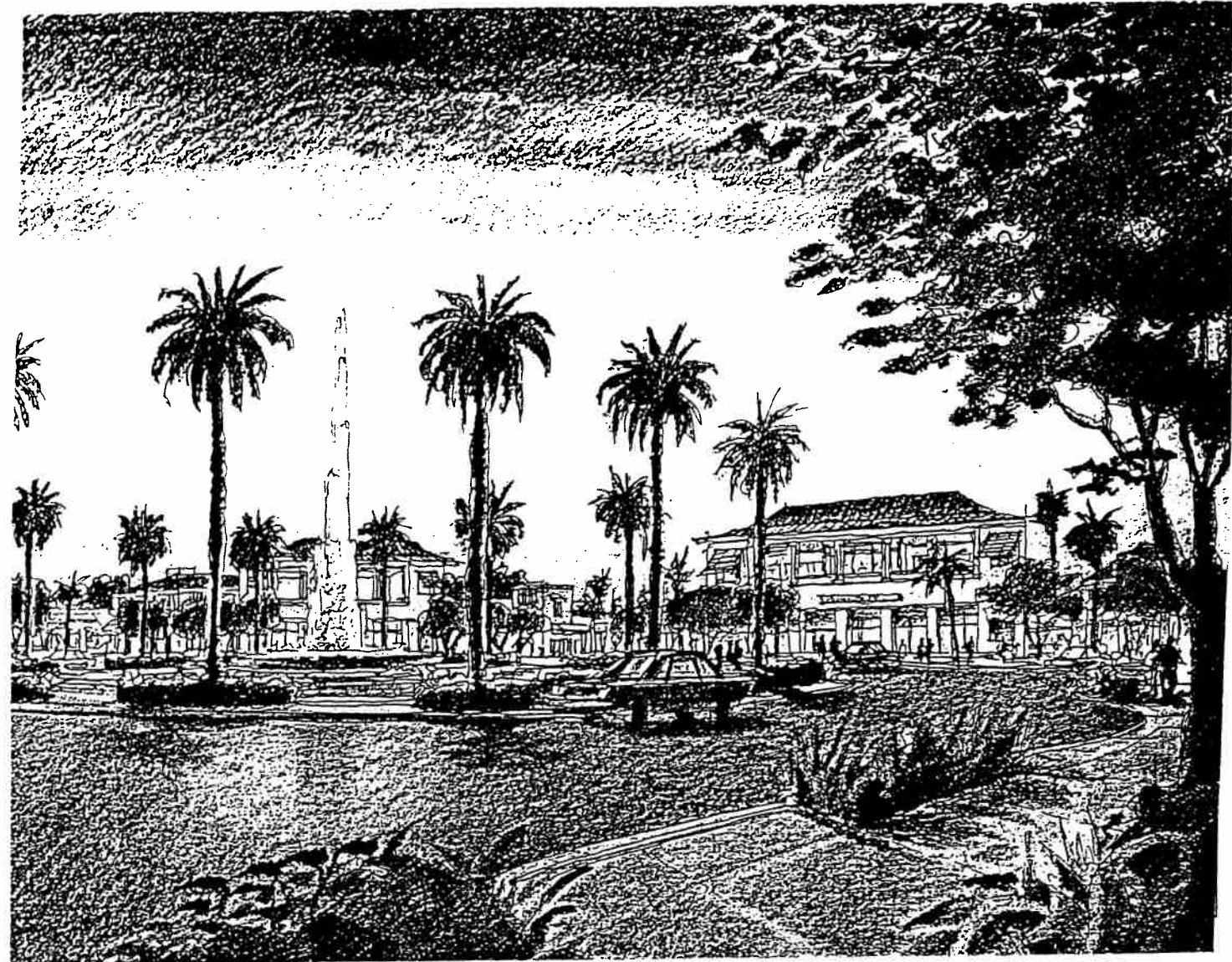
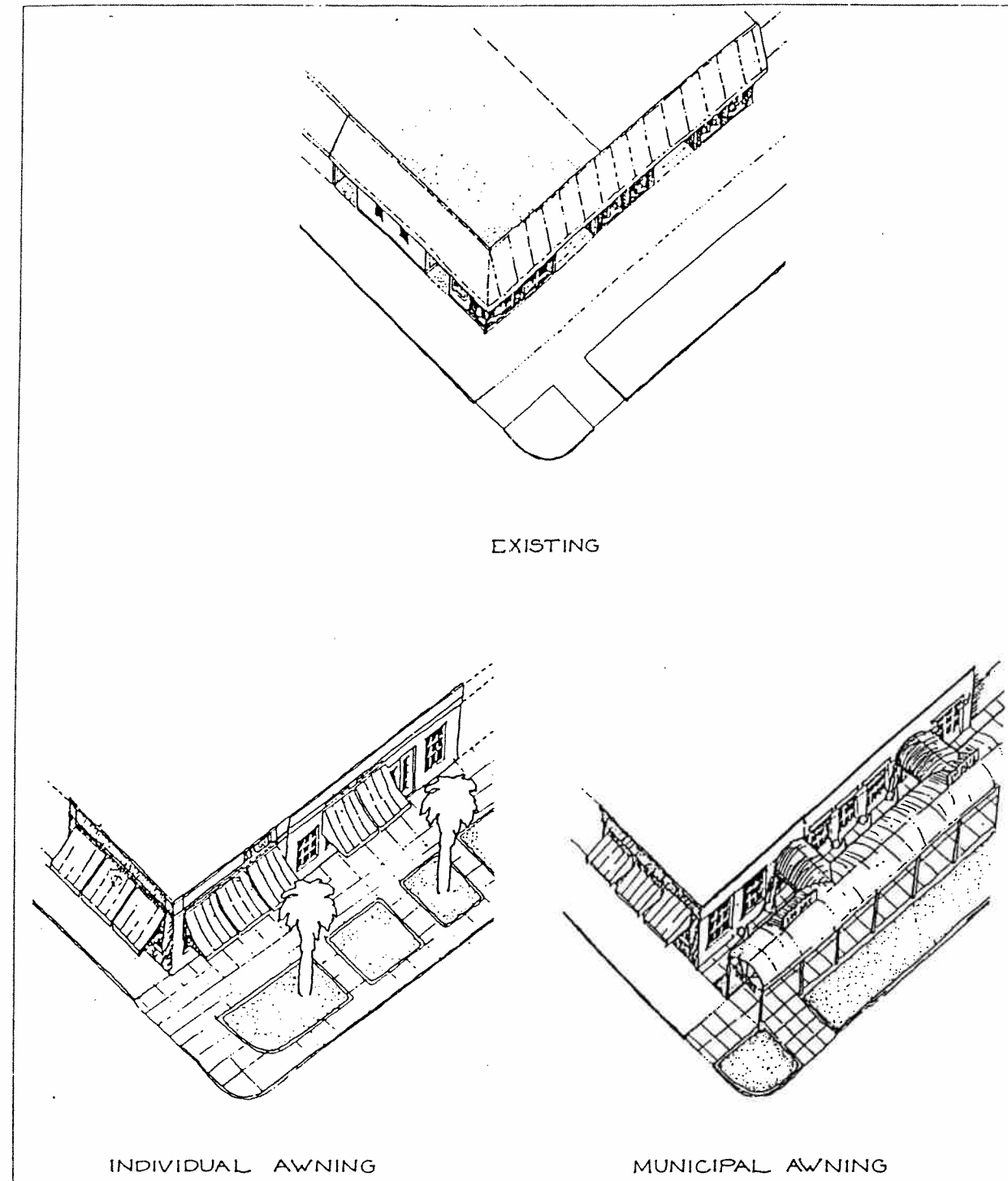


FIGURE 35

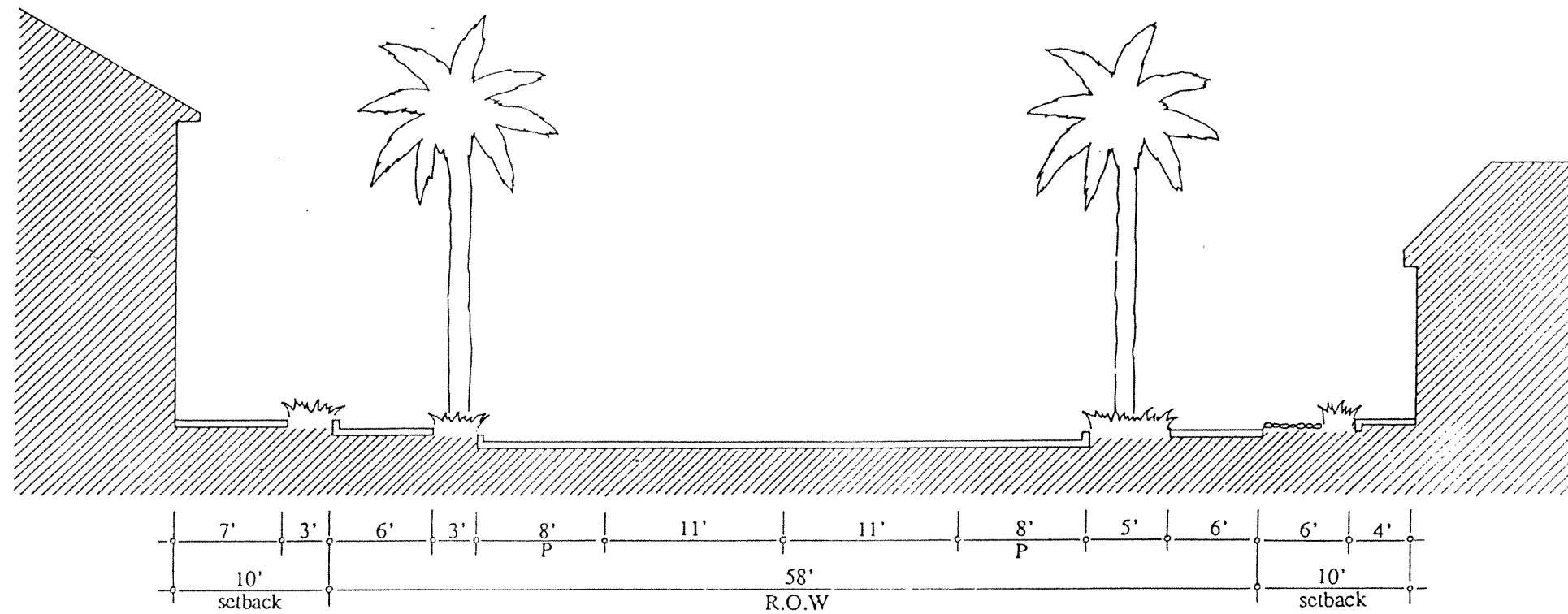
Fifth Avenue South

Storefront Analysis

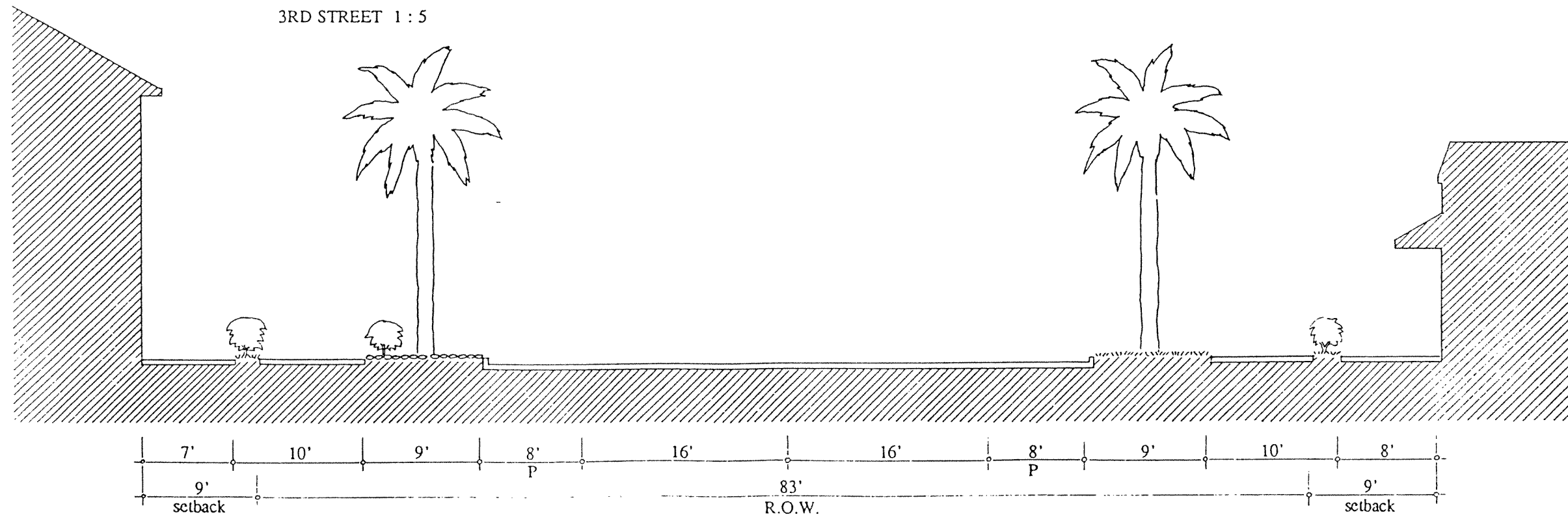


Fifth Avenue South

Street Sections: Third Street



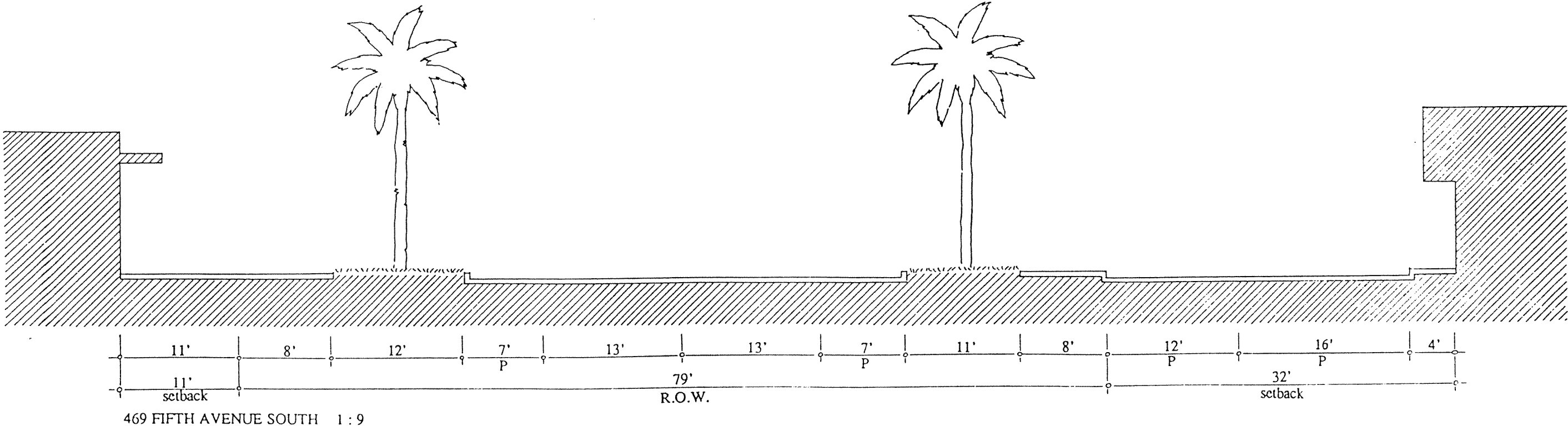
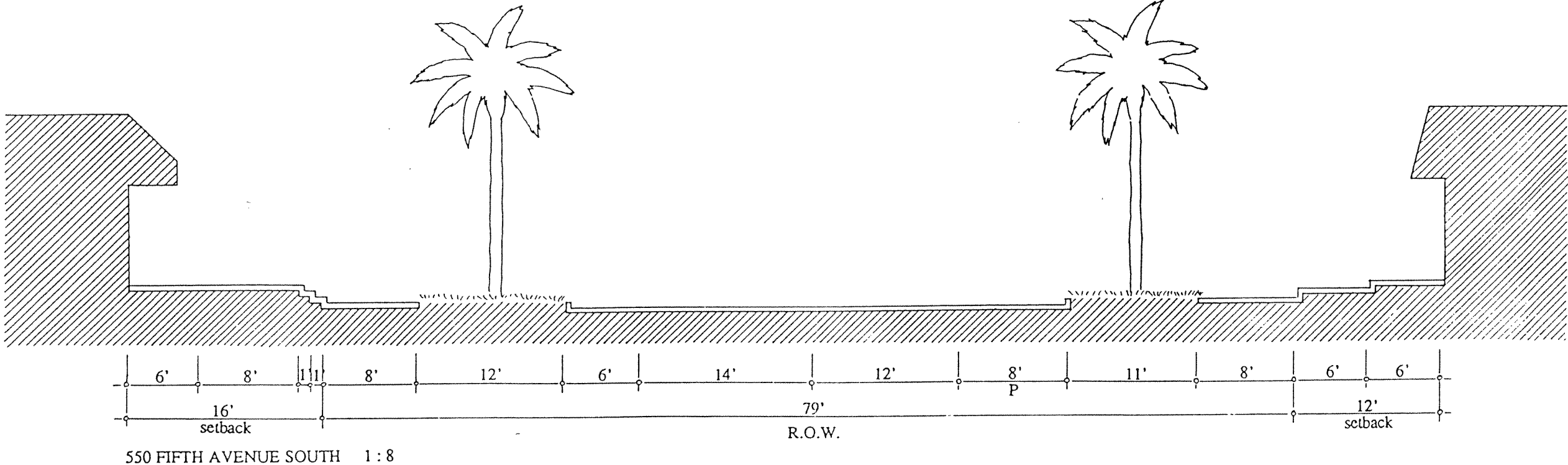
3RD STREET 1 : 5



13TH AVENUE AT 3RD STREET 1 : 6

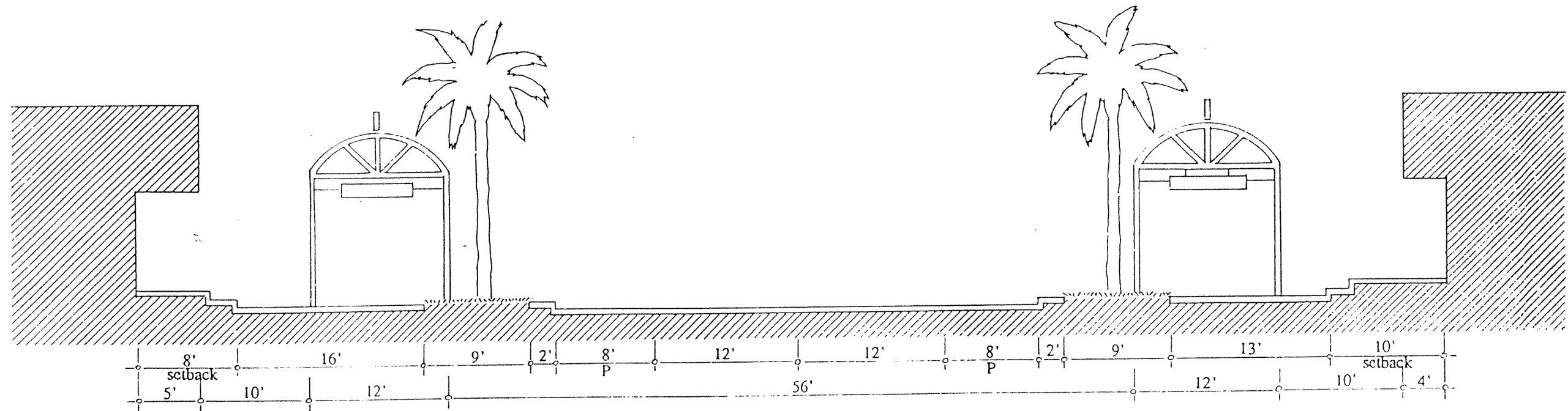
Fifth Avenue South

Street Sections: Existing Conditions

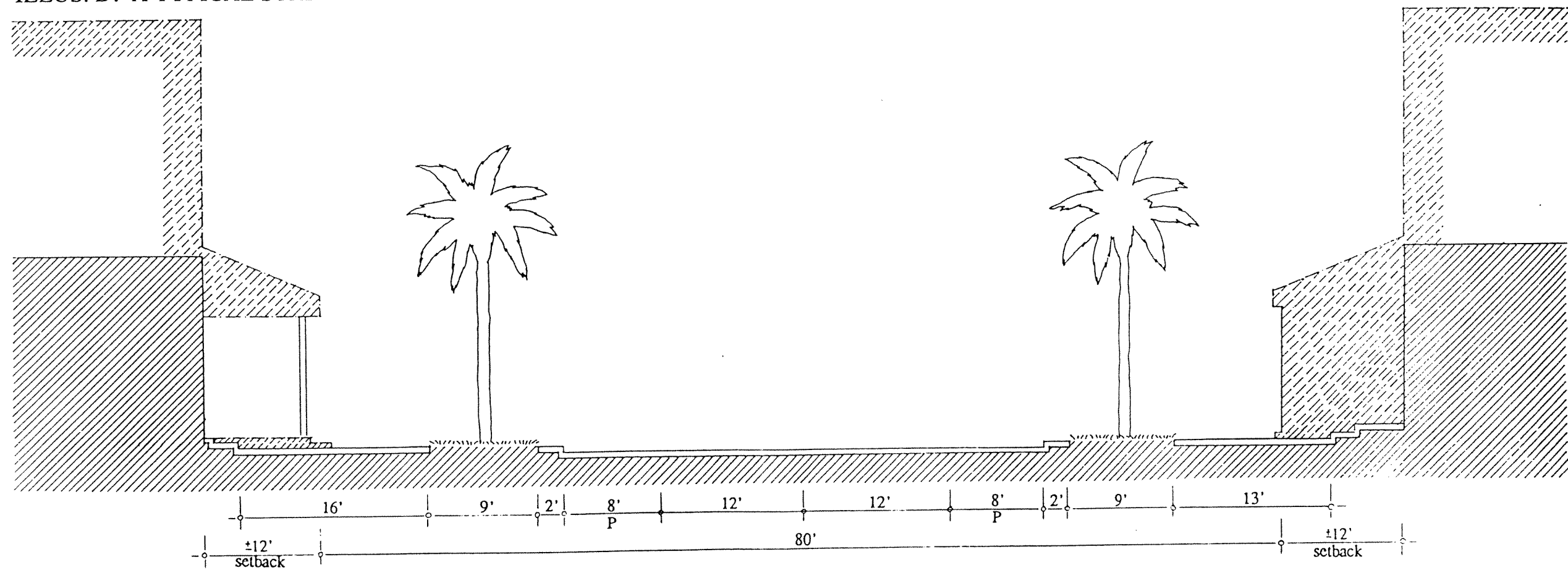


Fifth Avenue South

Street Sections with Awnings



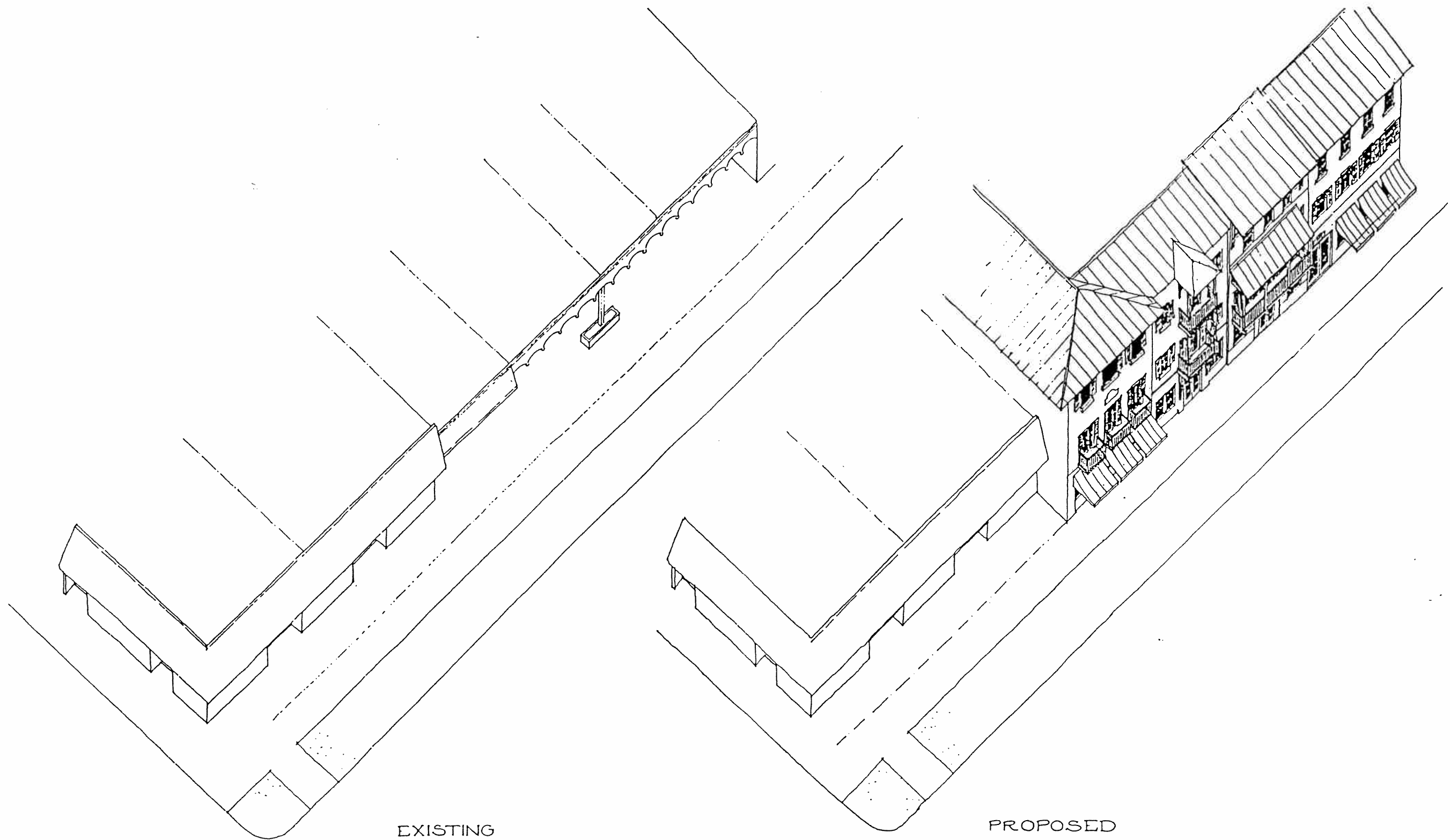
ILLUS. D: A TYPICAL STREET SECTION WITH AWNINGS 1 : 5



ILLUS. E: A TYPICAL STREET SECTION WITH AWNINGS /LEFT/ AND EXTENDED FIRST STORY /RIGHT/ 1 : 5

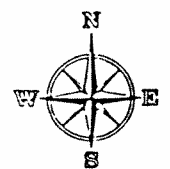
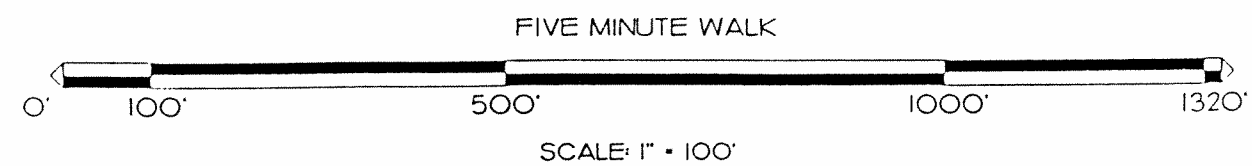
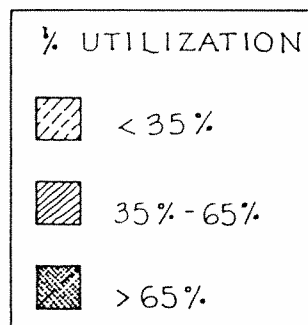
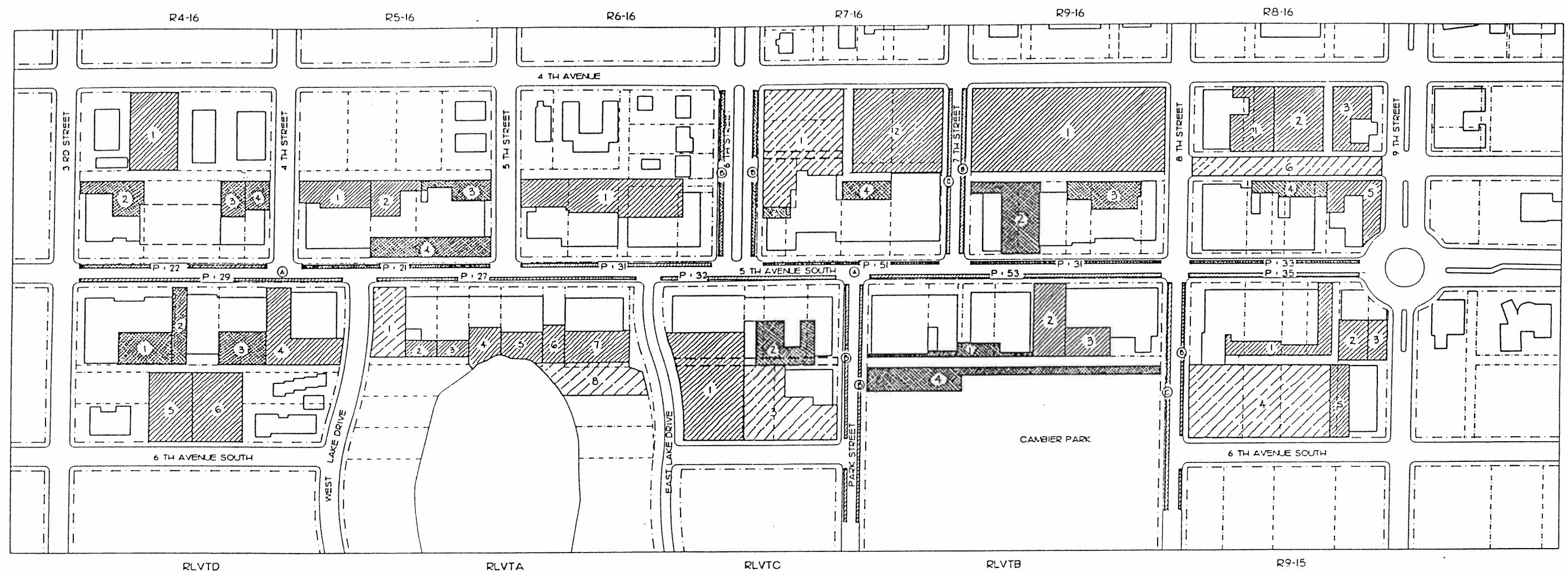
Fifth Avenue South

Building Studies



Fifth Avenue South

Parking Utilization



Fifth Avenue South

Parking Utilization

PARKING LOT CAPACITY

BLOCK/LOT	CURRENT CAPACITY	SHARED USE CAPACITY (140%)	APPROX. PEAK UTILIZATION
R1-16/1	35	49	18
R1-16/2	20	28	16
R1-16/3	9	13	7
R1-16/4	8	11	6
R5-16/1	19	27	10
R5-16/2	22	31	11
R5-16/3	11	16	8
R5-16/4	11	16	10
R6-16/1	57	80	29
R7-16/1	66	92	5
R7-16/2	60	84	24
R7-16/3	3	4	2
R7-16/4	16	22	16
R8-16/1	138	193	56
R8-16/2	25	35	25
R8-16/3	28	39	28
R9-16/1	28	39	17
R9-16/2	24	34	15
R9-16/3	20	28	12
R9-16/4	12	17	12
R9-16/5	14	20	9
R9-16/6	20	28	2
RLVTD/1	25	35	20
RLVTD/2	14	20	11
RLVTD/3	18	25	17
RLVTD/4	36	50	18
RLVTD/5	57	80	20
RLVTD/6	32	45	16

BLOCK/LOT	CURRENT CAPACITY	SHARED USE CAPACITY (140%)	APPROX. PEAK UTILIZATION
RLVTA/1	20	28	7
RLVTA/2	9	13	5
RLVTA/3	8	11	4
RLVTA/4	12	17	6
RLVTA/5	10	14	7
RLVTA/6	6	8	4
RLVTA/7	28	39	19
RLVTA/8	18	25	5
RLVTC/1	107	150	70
RLVTC/2	19	27	17
RLVTC/3	41	57	5
RLVTB/1	32	45	25
RLVTB/2	20	28	12
RLVTB/3	16	22	8
RLVTB/4	98	137	79
R9-15/1	32	45	21
R9-15/2	14	20	14
R9-15/3	10	14	1
R9-15/4	124	174	44
R9-15/5	16	22	13
LOT TOTALS	1468	2057	806

STREET PARKING CAPACITY

BLOCK/LOT	CURRENT CAPACITY	SHARED USE CAPACITY (140%)	APPROX. PEAK UTILIZATION
R1-16/A	10	14	6
R5-16/A	12	17	10
R6-16/A	13	18	7
R6-16/B	4	6	4
R7-16/A	12	17	11
R7-16/B	7	10	5
R7-16/C	9	13	3
R8-16/A	6	8	6
R8-16/B	6	8	3
R9-16/A	4	6	3
RLVTD/A	17	24	10
RLVTA/A	16	22	10
RLVTC/A	10	14	6
RLVTC/B	5	7	3
RLVTB/A	18	25	12
RLVTB/B	5	7	3
RLVTB/C	6	8	3
R9-15/A	7	10	3
R9-15/B	5	7	2
FOUND SPACES	181	253	0
STREET TOTALS	353	494	110

FIFTH AVENUE SOUTH, NAPLES, FLORIDA

EXTERIOR RECOMMENDATIONS

OBSERVATIONS

EXTERIOR OF BUILDING LOOKS CLEAN.
NICE AWNING.

PROBLEMS

APPEARS MORE LIKE MEDICAL PROFESSIONAL
BUILDING THAN RETAIL STORE.
SIDEWALKS ARE IN NEED OF REPAIR.
LANDSCAPING IS INCONSISTENT- TREES NEED
TO BE ADDED TO FILL VOIDS.
BUILDING COLORS ARE OUTDATED.

RECOMMENDATIONS

PRESERVE A MORE 'RETAIL' LOOK
INSTEAD OF MEDICAL
ADD BLADE SIGN
USE LIGHTER TINTED GLASS
BETTER FIXTURING FOR GLASS
RE-DO GLASS TO OPEN UP VIEW SO
BUSINESS LOOKS OPEN FROM THE
OUTSIDE
PROVIDE DIAGONAL PARKING ON THIS BLOCK
(NORTH SIDE OF 5TH AVENUE)
REPLACE SIDEWALK
ADD TREES TO LANDSCAPING

SPECIFIC RECOMMENDATIONS

INTERIOR RECOMMENDATIONS

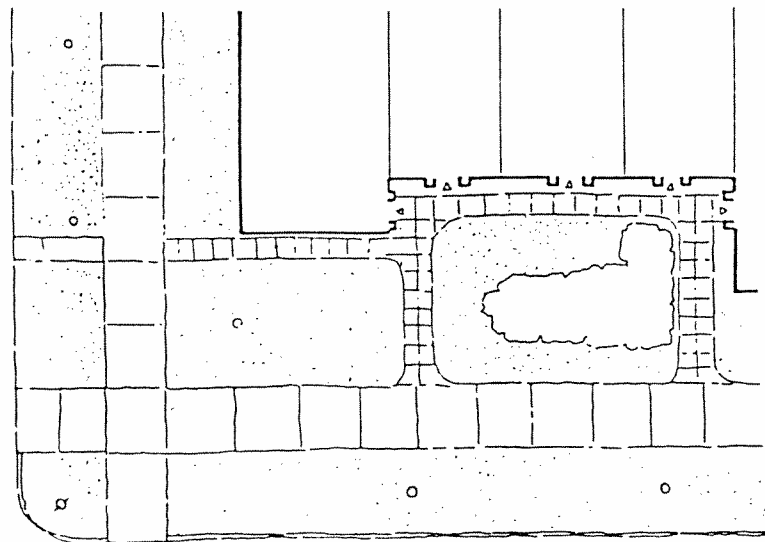
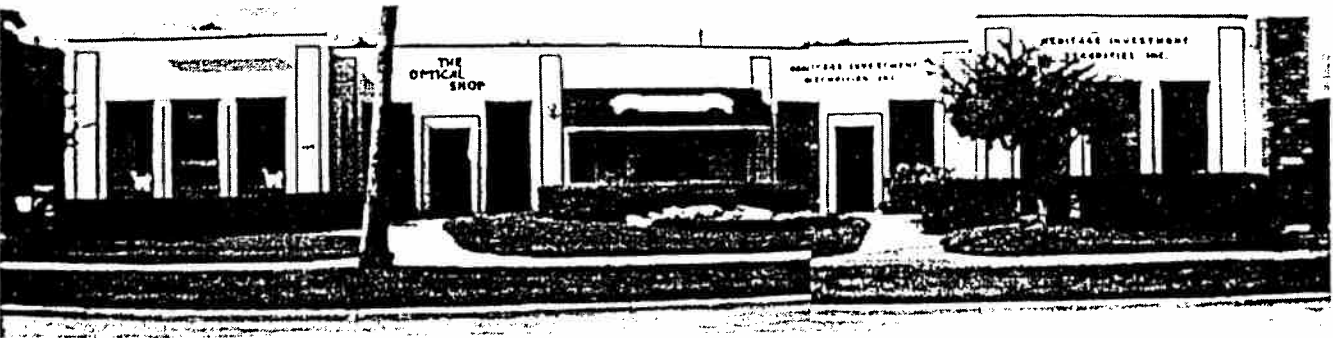
OBSERVATIONS

FORECOURT WOULD BE IDEAL FOR OUTDOOR DINING.

PROBLEMS

RECOMMENDATIONS

IN ADJACENT VACANCIES, PROPOSE LOCATION OF INTERNATIONAL
CAFE. INSTALL OUTSIDE DINING AREA WHERE GARDEN
PRESENTLY EXISTS. THIS MAY REQUIRE SPECIAL PERMISSION
FROM LANDLORD.



BUILDING SPECIFICATIONS

PLAT / LOT: R6-16 [9] 14032720001

OWNER: JOSEPH TEEBOOM

OWNER'S ADDRESS: 3440 GULF SHORE BOULEVARD
NAPLES, FLORIDA 33940

TENANTS / USES:

505 - VACANT

505 - THE OPTICAL SHOP, RETAIL

505 - VACANT

505 - HERITAGE SECURITIES, OFFICE

NYSE

LAND AREA: 15,000 SF

GROSS LEASE AREA: 5,040 SF

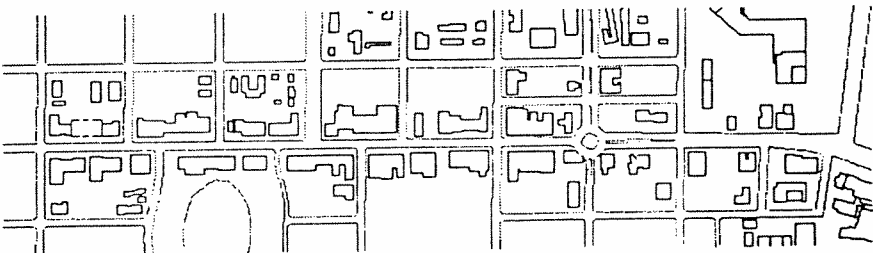
BUILDING CONDITION: X

NUMBER OF FLOORS: 1

PARKING ON SITE 18

PARKING ON STREET 4

505 FIFTH AVENUE SO 24 OF 130



The Fifth Avenue South Code

An ordinance in a amendment of the Comprehensive Development Code of Naples, Florida, that establishes The Fifth Avenue South District as an overlay zoning district and adopts Urban Regulations and a Regulating Plan to guide its development.

The Comprehensive Development Code of Naples is hereby amended by:

- (1) Establishing the boundaries of The Fifth Avenue South District on a pre-existing map filed in the Building and Zoning Division titled "City of Naples Zoning Map".
- (2) Adding a special map entitled the "Regulating Plan of the Fifth Avenue South District" to the Comprehensive Development Code.
- (3) Adding to the Comprehensive Development Code the following text entitled "Urban Regulations of the Fifth Avenue South District":

Section 7-5.4 THE URBAN REGULATIONS FOR THE FIFTH AVENUE SOUTH DISTRICT

A. INTENT: The purpose of this section is to encourage and direct development within the Fifth Avenue South District. This section shall ensure that new buildings are encouraged; that such buildings are compatible with each other while also relating to the pedestrian; that retail be safeguarded along specific street frontages; that renovation be equitable for all scales of ownership; and that the permitting process be simplified and facilitated. The design of buildings on Fifth Avenue South shall be regulated and approved in accordance with the provisions of this section.

B. GENERAL PROVISIONS: (1) The Fifth Avenue South Code (This Code) consists of the Regulating Plan and the Urban Regulations.

(2) The provisions of This Code, when in conflict, shall take

precedence over the Comprehensive Development Code.

(3) The provisions of the Standard Building Code, when in conflict, shall take precedence over the provisions of This Code.

(4) This Code shall determine the design of all private buildings with Frontage Lines as designated on the Regulating Plan. Other buildings shall be subject to the provisions of the existing Comprehensive Development Code.

(5) The design of Civic Buildings shall not be subject to these Regulations, but shall be negotiated with the Staff Action Committee (SAC) and the Naples Planning Advisory Board.

(6) Locations designated on the Regulating Plan for Terminated Vistas shall receive special attention from the SAC. These locations shall be provided with architectural features of enhanced character and visibility.

(7) Locations designated on the Regulating Plan for New Garages or Civic Buildings shall be reserved for such development.

(8) The areas marked on the Regulating Plan for Special Landscape Treatment shall be subject to cooperative design by the property owners and the city as determined by the SAC.

C. SPECIFIC PROVISIONS:

(1) Building Height. The various elements of building height shall be determined as follows:

- 1.1. Buildings shall be a maximum of 3 stories and 42 feet above sidewalk grade.
- 1.2. Stories at sidewalk level shall be no less than 12 feet in height from finished floor to finished ceiling.
- 1.3. A Transition Line shall be provided at the top of the first story. The transition shall be detailed to receive an awning.
- 1.4. Parking garages shall be no more than one deck above grade.

(2) Building Placement. Buildings and their elements shall be

placed on their lots as follows:

- 2.1. Single story facades shall have no minimum front setback. All other facades shall have a mandatory setback of 10 feet.
- 2.2. In the absence of a building facade, a street wall shall be built along the line of the adjacent building facade.
- 2.3. Side setbacks are not required.
- 2.4. Rear facades shall be set back a minimum of 50 feet.
- 2.5. In the event of adjacent pre-existing setbacks, an adjustment may be allowed or required by the SAC.
- 2.6. Awnings may encroach the sidewalk in its entirety but must avoid the municipal planter areas.
- 2.7. Loading docks and service areas shall not be permitted on Frontage Lines.
- 2.8. Surface parking lots shall not be permitted on a Frontage Line.
- 2.9. All buildings shall have their principal pedestrian entrance on a Frontage Line.

(3) Building Use. Buildings shall accommodate the following range of uses:

- 3.1. First stories shall be for commercial use only. Upper stories may be for commercial or residential use.
- 3.2. Commercial or residential uses are required to a minimum depth of 30 feet from the Frontage Line on all stories. The remaining depth may be used for parking.
- 3.3. Seating for outdoor dining shall be permitted to encroach the public sidewalks with the exception of a 5 ft clear pedestrian passage.
- 3.4. Parking exposure on a Frontage Line shall be an opening not wider than 25 feet.
- 3.5. Newspaper vending machines shall not be permitted along the Frontage Line.

(4) Building Area. The building area shall be calculated as a function of the number of parking spaces provided as follows:

- 4.1. There is required a minimum of 3 off-street parking spaces for each 1000 square feet of commercial use and 1.5 parking spaces for each residential unit and 1 for each lodging unit. Parking

requirements shall be calculated by the Net Interior Area. There shall be no parking requirement for outdoor dining use.

4.2 The Regulating Plan specifies the number of municipal spaces from the On-Street Parking Reserve which are present on each block. These spaces shall be made available to the property owners at the time of new construction at no cost on a first-come basis. The spaces must be used towards the fulfillment of the new building parking requirements of each block. Once the Reserve is exhausted, the SAC may create and provide additional parking spaces at a fee sufficient to cover the construction of parking garages at the sites designated on the Regulating Plan.

4.3 This base area may be increased as follows: The calculated number of parking spaces provided shall be enhanced by one and four tenths (1.4) at the rebuilding of the existing lot according to the Fifth Avenue parking standards and the assignment of such spaces to the shared parking program.

4.4 The City shall facilitate building construction and renovation by favorably interpreting the various thresholds of value/cost ratios which trigger compliance with the new Fire Code, A.D.A., and F.E.M.A. These requirements shall be held in abeyance by: a. Arranging for the highest possible realistic appraisal; b. Excluding from the construction cost the elements which are not integral to the utility of the building: cabinetry which is not encumbered by plumbing; lighting beyond that which is necessary for health and safety; luxury wall and floor finishes such as mirrors, stone, and ornamental tile; signage and awnings; window walls beyond the cost of standard aluminum and plate glass storefront.

4.5 Retractable awnings shall be exempt from fire sprinkler requirements. Fixed awnings under 1450 SF shall be subject to sprinkler requirements but only from the potable water supply without requirements for backflow prevention.

(5) Architectural Standards. Buildings shall be subject to the following physical requirements:

- 5.1. The exterior finish material on all facades shall be

- limited to smooth stucco and stone veneer.
- 5.2. Exterior building shall be white or colored in the cream-yellow-ochre-red range. Trim shall be white. Doors, shopfronts, windows and shutters shall be any color at any saturation.
- 5.3. Glass shall be clear or lightly tinted only.
- 5.4. Balconies railings and porch structures shall be metal.
- 5.5. Facade openings, including porches, windows, and colonnades, shall be square or vertical in proportion.
- 5.6. Sliding doors and windows are forbidden along Frontage Lines.
- 5.7. Flat roofs shall be enclosed by parapets no less than 42 inches high or as required to conceal equipment.
- 5.8. Buildings with visible roofs shall have symmetrical pitched roofs with slopes no less than 5:12. Porches may have shed roofs with pitch no less than 2:12.
- 5.9. Cantilevered mansard roofs are not permitted.
- 5.10. The glazed area of a facade shall not exceed 35% of the total area with each facade being calculated independently.
- 5.11. The facades on Frontage Lines at first-floor level shall be detailed and glazed as storefronts. The wood or metal armature of such storefronts shall be painted.
- 5.12. Facades may be supplemented by awnings which shall be straight sheds without side flaps, not cubed or curved. Awnings shall be no more than 10 feet high at the lower drip edge.
- 5.13. Outside dining tables and chairs shall be primarily metal or wood (no plastic).

6) **Signage Standards.** Signage, when provided, shall be as follows:

- 6.1. Address numbers shall be no larger than 8 inches in vertical dimension. The quantity and location shall be as required for post office purposes.
- 6.2. Highway signs may be applied to the roof top of buildings provided that they are not visible from the sidewalks of Fifth Avenue.
- 6.3. A single external sign band or zone may be applied to the facade of each building, providing that it shall not exceed 2.5 feet in vertical dimension by any length. The sign band or zone may contain multiple individual signs.

- 6.4. Additional pedestrian signs or shingles may be attached to a building perpendicular to the facade extending up to 4 feet from the facade. These signs shall not exceed 1.5 feet in vertical dimension nor 4 feet in horizontal dimension. There may be one individual pedestrian sign for each business located on the first floor.
- 6.5. In addition, the vertical drip of an awning may be stencilled with letters no more than 8 inches in vertical dimension by any length.
- 6.6. External signs shall not be translucent, but may be externally lit with the exception of neon signs within the shopfronts which shall not exceed four square feet in area.

D. DEFINITIONS:

Note: Terms used throughout these Urban Regulations shall take their commonly accepted meaning unless herein defined. When there are conflicts between the definitions herein and definitions as provided in the Naples Comprehensive Development Code, these shall take precedence.

Artesanal Use: Premises used primarily for the repair, manufacture and sale of domestic furniture, arts and crafts. The work must take place entirely within an enclosed structure using only hand-held and/or table-mounted manual and electrical tools.

Civic Use: Premises used primarily for education, cultural performances, gatherings and displays administered by non-profit cultural, educational, and religious organizations.

Commercial Use: Premises used generally for the conduct of Artesanal, retail, restaurant, Limited Lodging, professional business, governmental service, cultural and entertainment activities, but excluding Prohibited Uses.

Facade: The vertical surface of a building which is set parallel to a Frontage Line.

Frontage Line: Certain property lines of a lot or the edge of an open space as designated on the Regulating Plan.

Height: A limit to the vertical extent of a building measured from

the sidewalk grade at the frontage line to the eaves of a pitched roof building or the roof deck of a flat roofed building. Height limits do not apply to flag masts, parapets, belfries, clock towers, chimney flues, elevator bulkheads, scenery lofts and similar structures.

Limited Lodging Use: Residential premises with the provision of no more than 16 bedrooms for letting. Food service may be included between the hours of 6:00 AM to 11:00 AM. The maximum length of stay shall not exceed 7 days.

Net Floor Area: The enclosed area of a building, excluding unglazed porches, colonnades, balconies, decks, patios and courtyards.

Prohibited Use: Uses which are not permitted anywhere within the District: a) automatic food and drink vending machines, newspaper vending machines (at frontage lines only); b) any commercial use which encourages patrons to remain in their automobiles while receiving goods or services, except bank drive-throughs; c) manufacturing, storage or distribution as a primary use except as defined by Artesanal Use; d) enameling, painting or plating, except as an artist's studio; e) outdoor advertising or billboard as a principal use; f) carting, moving or hauling yard, except delivery goods to businesses; g) single-room occupancy hotels, prisons, detention centers or halfway houses; h) manufacture, storage or disposal of hazardous waste materials; i) scrap yards; j) mobile homes; k) kennels, except as ancillary to a veterinarian and as ancillary use to police station; m) any use which produces adverse impacts as defined by the SAC.

Residential Use: Premises used primarily for human habitation. Units shall not be less than 750 square feet in net area except that Limited Lodging Use may have smaller units.

Setback: The mandatory distance between the Lot Line or Frontage and a Facade. This area must be left free of structures that are higher than 3 feet, excluding Streetwalls.

Shared Parking Policy: Parking spaces assigned to more than one use where utility is thereby increased by 140 percent. This policy shall be used by the SAC to encourage renovation and new construction.

Storefront: The portion of a building at the first story of a Frontage Line. Storefronts shall be directly accessible from sidewalks. Each Storefront must have transparent areas, equal to 70% of its portion of the facade, between 2 and 8 feet from the ground. Storefronts shall have the mullion system, doorways and signage integrally designed and painted.

Story: A habitable floor level within a building, no more than 14 feet high from floor to ceiling.

Streetwall: An opaque freestanding wall built on lot lines with the purpose of masking parking from the street. Streetwalls shall be between 2.5 and 3.5 feet in height and made of a material matching the adjacent building or a continuous, maintained hedge. Streetwalls may have openings to allow automobile and pedestrian access.

Terminated Vista: A building or a portion thereof which terminates a view as designated on the Regulating Plan.

Transition Line: A horizontal line, the full width of a facade expressed by a material change, by a trim line or by a balcony no more than 2.5 feet deep.

E. DUTIES OF THE S.A.C.

- (1) The Staff Action Committee (SAC) is established to facilitate the permitting process within the Fifth Avenue South District Regulation of Development. The SAC shall be authorized to regulate all improvements on private land, including the construction, reconstruction, alteration, demolition, and rehabilitation of new and existing buildings and appurtenances.
- (2) Adoption of Rules. The SAC shall adopt and publish the minimum rules and procedures necessary to carry out its functions.
- (3) Decisions. The SAC shall be authorized to approve, with conditions, or deny an application. Approval shall be based upon conformance with the requirements of the Fifth Avenue South District Code. The SAC shall record its reasons and conditions for approval or denial of the application.

- (4) **Building Area Calculation.** To affect the equitable distribution and redistribution within each block of the on-street municipal parking designated on the Regulating Plan for the purpose of encouraging building construction and to keep a record of such transactions. This record shall be open to the public.
- (5) **Construction of Parking.** To initiate for the purchase of land and the securing of funds for the acquisition, construction and management of parking facilities. The SAC shall be permitted to sell, and lease specific parking spaces and also implement a Shared Parking Program.
- (6) **Management of Parking.** To initiate procedures that induce existing parking lots to be rebuilt and landscaped and to require that they be irrigated and frequently cleaned, and to enforce these regulations with fines and liens.
- (7) **Non-Conforming Buildings.** To consider the status of existing non-conforming buildings when they are brought up for renovation.
- (8) **Code Administration.** To revise this code from time to time in order to accommodate recurring conditions which were not anticipated and to close loopholes when they appear.

F. ORGANIZATION OF THE S A C :

- (1) **Members.** The members of the SAC should be people who have demonstrated an interest and commitment to the Fifth Avenue South District. The SAC shall consist of the following members.
 - 1.1. A member of the City Council in rotation or a member of the Community Redevelopment Agency (CRA) in rotation.
 - 1.2. The Director of the Community Development Department..
 - 1.3. The heads of the following departments or their appointed representatives: the Planning Division, the Building Division, the Fire Department, the Utilities Department, the Engineering Division and the Police Department.
- (2) **The Chair** shall be the Director of the Community Development Department. The Vice Chair shall be the Fire Marshall. The Chair shall preside over all SAC meetings and shall have the right to vote. The Vice Chair shall, in the

case of absence of the Chair, perform the duties of the Chair.

- (3) **A quorum** shall be necessary for conducting the business of the SAC. A majority of the duly appointed members constitutes a quorum.

- (4) **Meetings** of the SAC shall be open to the public but public notice is not required.

G. PROCEDURES FOR DESIGN APPROVAL:

- (1) **Application.** Before beginning any improvements on private land, including the construction, reconstruction, alteration, and demolition of buildings and appurtenances a written and drawn application for such work shall be submitted to the Staff Action Committee (SAC). No building permit shall be issued before the project receives approval from the SAC or its staff.

- (2) **Drawings.** All submittals involving no dedications to walls shall be drawn and sealed by an architect or engineer licensed in the State of Florida.

- (3) **Decision.** A decision by the SAC shall be made within fourteen (14) days of the receipt of a completed application. Staff review for sufficiency shall be completed within seven (7) days. These time periods may be extended by mutual agreement between the applicant and the SAC or staff.

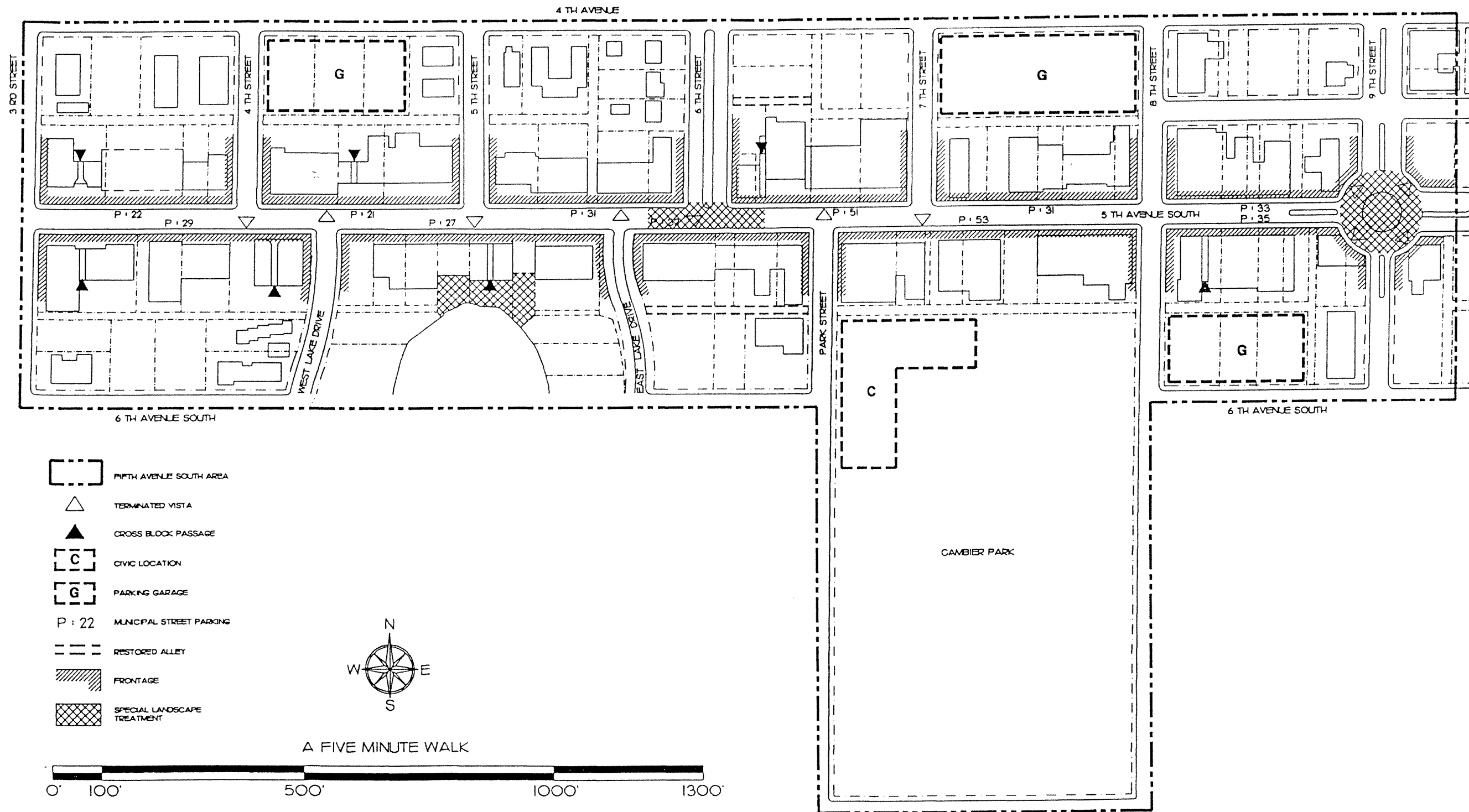
- (4) **Waivers.** The SAC shall not be authorized to grant waivers from the regulations of this code. Applications requesting waivers to this section and appeals to decisions of the SAC shall be decided in public hearing by the Community Redevelopment Agency.

- (5) **Appeal.** A decision made by the S.A.C. may be appealed to the City Council. The opportunity for such an appeal shall be made possible within twenty-eight (28) days of the decision by the S.A.C.

- (6) **Enforcement.** This regulation shall be enforced in accordance with the provisions of the Comprehensive Development Code.

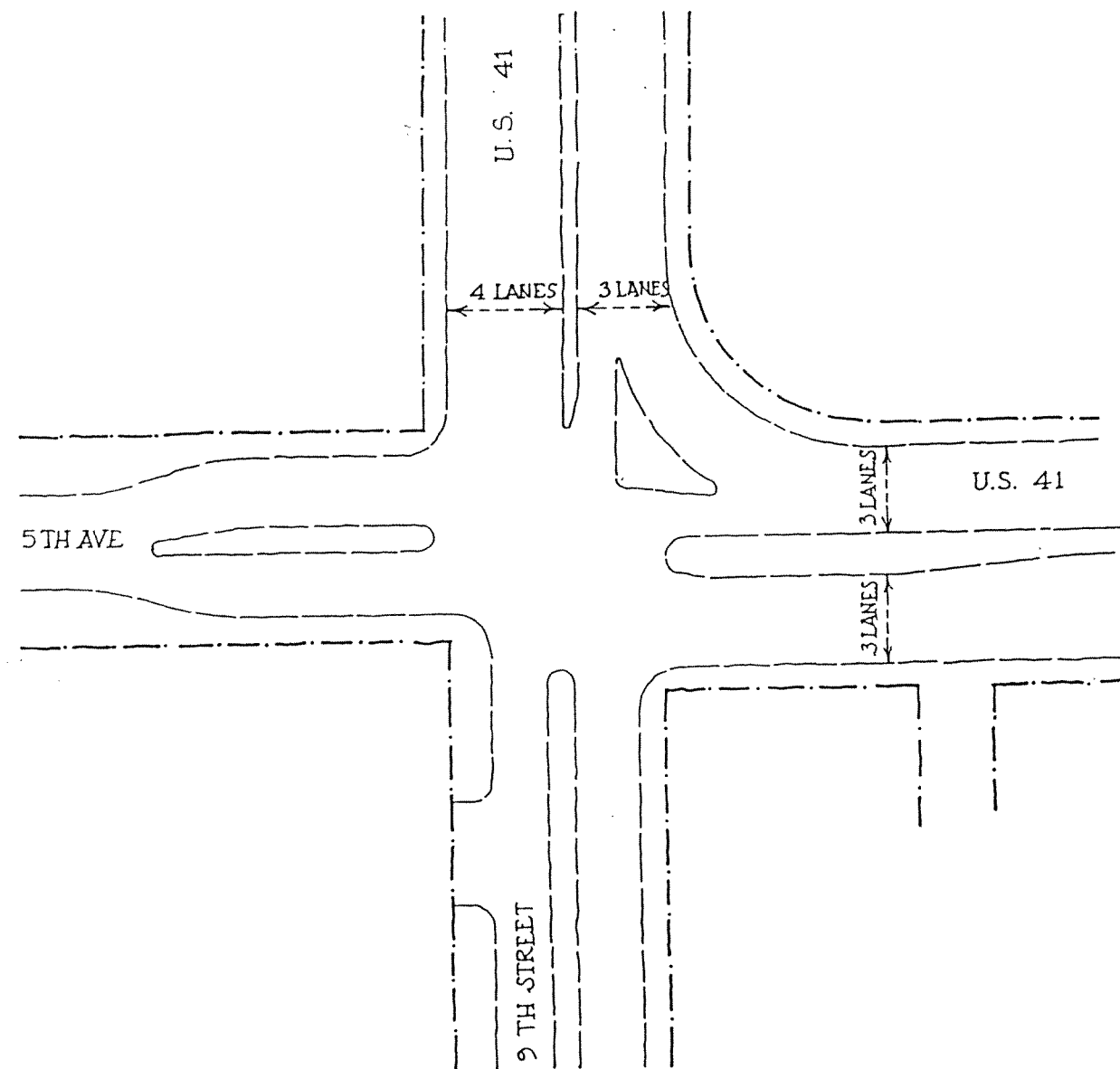
Fifth Avenue South Regulating Plan

February 1, 1994



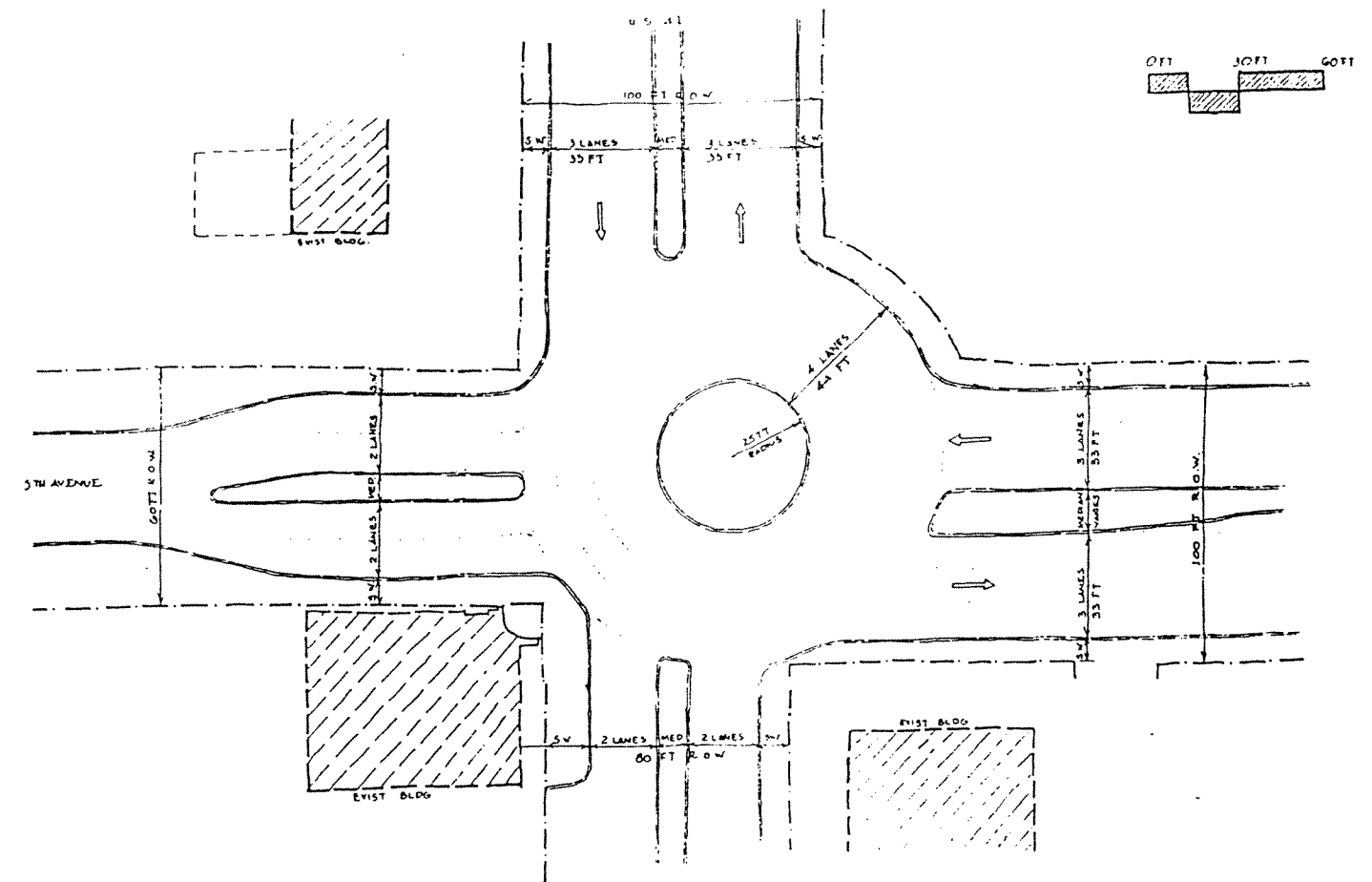
Fifth Avenue South

The Roundabout



ILLUS. M

EXISTING PLAN

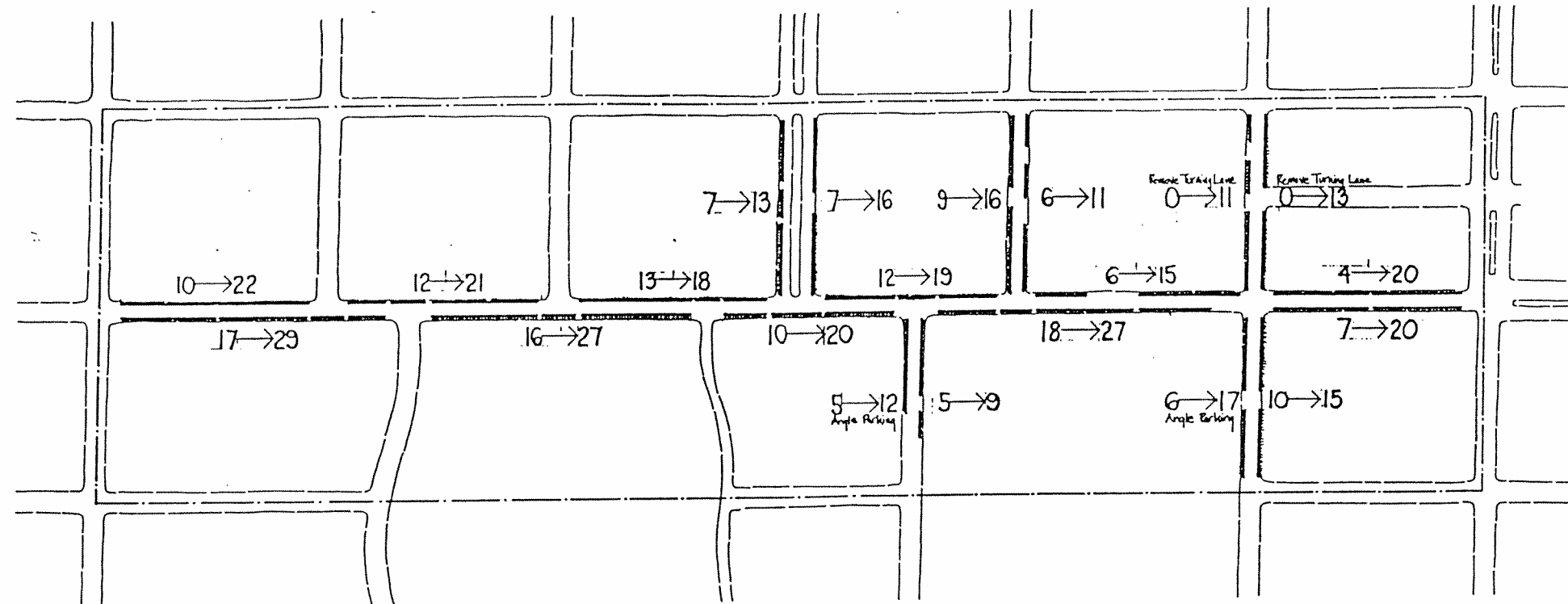


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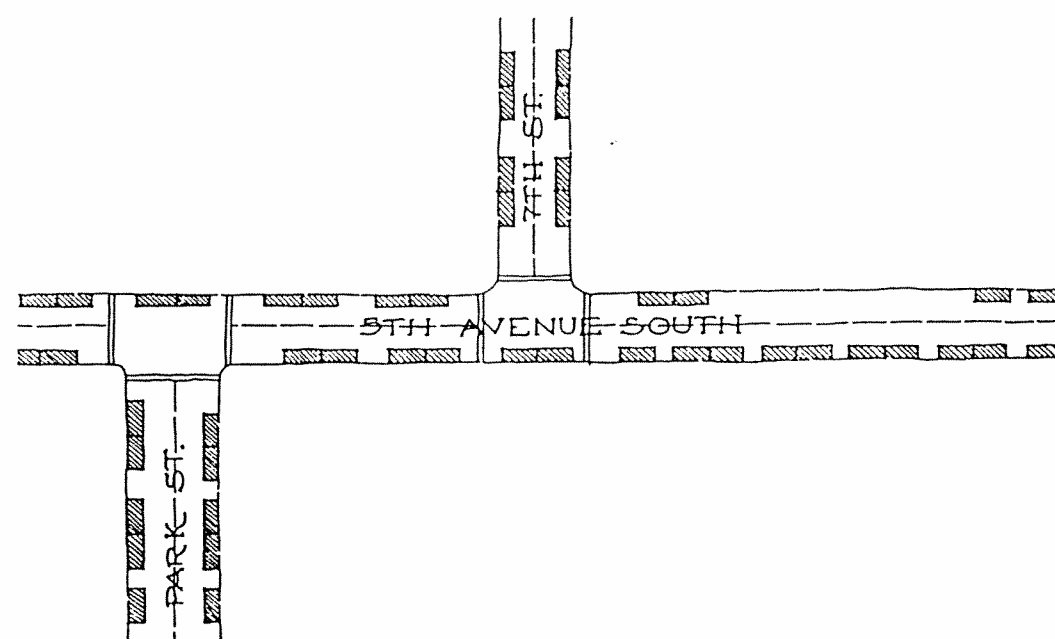
PROPOSED PLAN

Fifth Avenue South

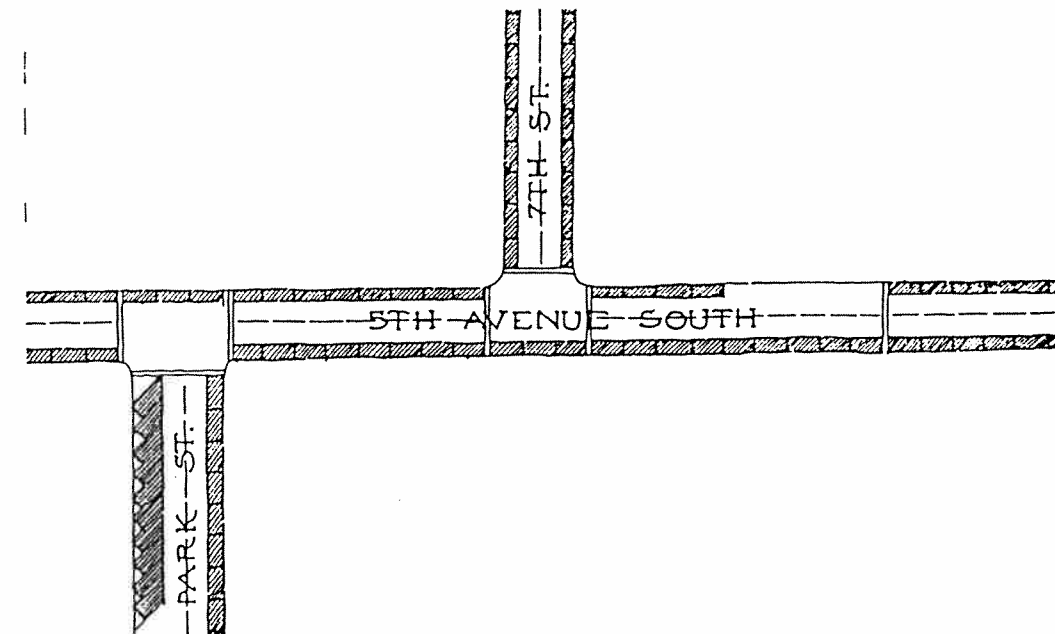
On-Street Parking



CURRENT TOTAL = 180 → REVISED TOTAL = 361



CURRENT = 48 SPACES



REVISED = 87 SPACES

The Square at Sixth Street

PROPERTY OWNER NOTES:

1. INSTALL NEW ADDITIONAL CORNICE/EXPRESSION LINE(S) AND WINDOW OPENING TRIM THRU-OUT WITH "DEMIT" TYPE PRODUCT DETAILING. PAINT ALL BUILDING TRIM WHITE.

2. ENLARGE (VERTICALLY DOWN) THE EXISTING SECOND FLOOR WINDOW OPENING AND INSTALL NEW WOOD OR WOOD/VINYL CLAD FRENCH DOORS WITH METAL RAILINGS. DOORS SHALL OPEN IN AND SHALL HAVE REAL WOOD OR WOOD/VINYL CLAD MULLIONS.

3. REPLACE EXISTING THIRD FLOOR WINDOWS WITH OPERABLE WINDOWS TO MATCH FRENCH DOORS.

4. PAINT BUILDING EXTERIOR WALLS "NAPLES" YELLOW (BENJAMIN MOORE PAINTS #306 OR TO MATCH, SUBMIT SAMPLE FOR APPROVAL).

5. CONSTRUCT A NEW CONTINUOUS CONCRETE TERRACE FOR SEATING TO REPLACE THE LANDSCAPED AREA FRONTING THE ARCADE. MATCH THE TERRACE HEIGHT TO THE FINISHED FLOOR ELEVATION OF THE EXISTING ARCADE. PROVIDE NEW WOOD OR CAST CONCRETE PLANTER BOXES FOR THE REQUIRED RAILING AT THE ELEVATION CHANGES. MAINTAIN EXISTING RAMP PER HANDICAP ACCESSIBILITY REQUIREMENTS. MATCH THE CONCRETE FINISH TO THE NEW FINISH OF THE SIDEWALK (SEE MUNICIPAL NOTES).

6. INSTALL NEW AWNINGS OVER THE TERRACE. EXTEND THE AWNINGS TO THE MAXIMUM PERMITTED OVERHANG INTO THE PUBLIC R/W.

7. INSTALL FLOOD LIGHTS ABOVE THE AWNINGS FOR CONTINUOUS ILLUMINATION OF THE BUILDING FACADES. (MAKE CERTAIN THAT THE LUMINARIES ARE FULL-SPECTRUM LIGHTING. WE RECOMMEND QUARTZ HALOGEN OF THE INEXPENSIVE RETAIL VARIETY USING MORE LOWER WATTAGE (500W) BULBS VS. HIGHER WATTAGE (1500W) BULBS FOR MORE CONSISTENT SURFACE WASHING. THE PURCHASE COST (NOT MAINTENANCE COST) OF QUARTZ HALOGEN SHOULD BE CONSIDERABLE LESS THAN THE METAL HALIDE (COOL) AND POSSIBLY HIGH PRESSURE SODIUM (YELLOW-BROWN) AND THE LIGHT IS MUCH MORE APPEALING. THE METAL HALIDE IS RECOMMENDED OVER HIGH PRESSURE SODIUM IN CASES WHERE THESE ARE THE ONLY OPTIONS. HOWEVER THERE IS A H.P. SODIUM LAMP WITH LESS YELLOW COLOR CALLED LUM-A-LUX BY G.E. IF THE COOL COLOR IS A PROBLEM).

8. PROVIDE EXPRESSO COFFEE SERVICE WITHIN EACH RESTAURANT (PILO COFFEE SERVICE (305) 594-2886 OR EQUAL).

MUNICIPAL NOTES:

1. REPLACE THE EXISTING SIDEWALK AND EXTEND A NEW CONCRETE WALK TO THE EXISTING PARALLEL PARKING SPACES ON THE SOUTH SIDE AS SHOWN. PROVIDE NEW CURB AND GUTTER AS REQUIRED. STAIN EXISTING AND NEW CONCRETE (CONTACT DAVID SHANKMAN, STONEWORKS UNLIMITED, INC., 6732 SW COURT, MIAMI, FLORIDA 33143, (305)661-9854).

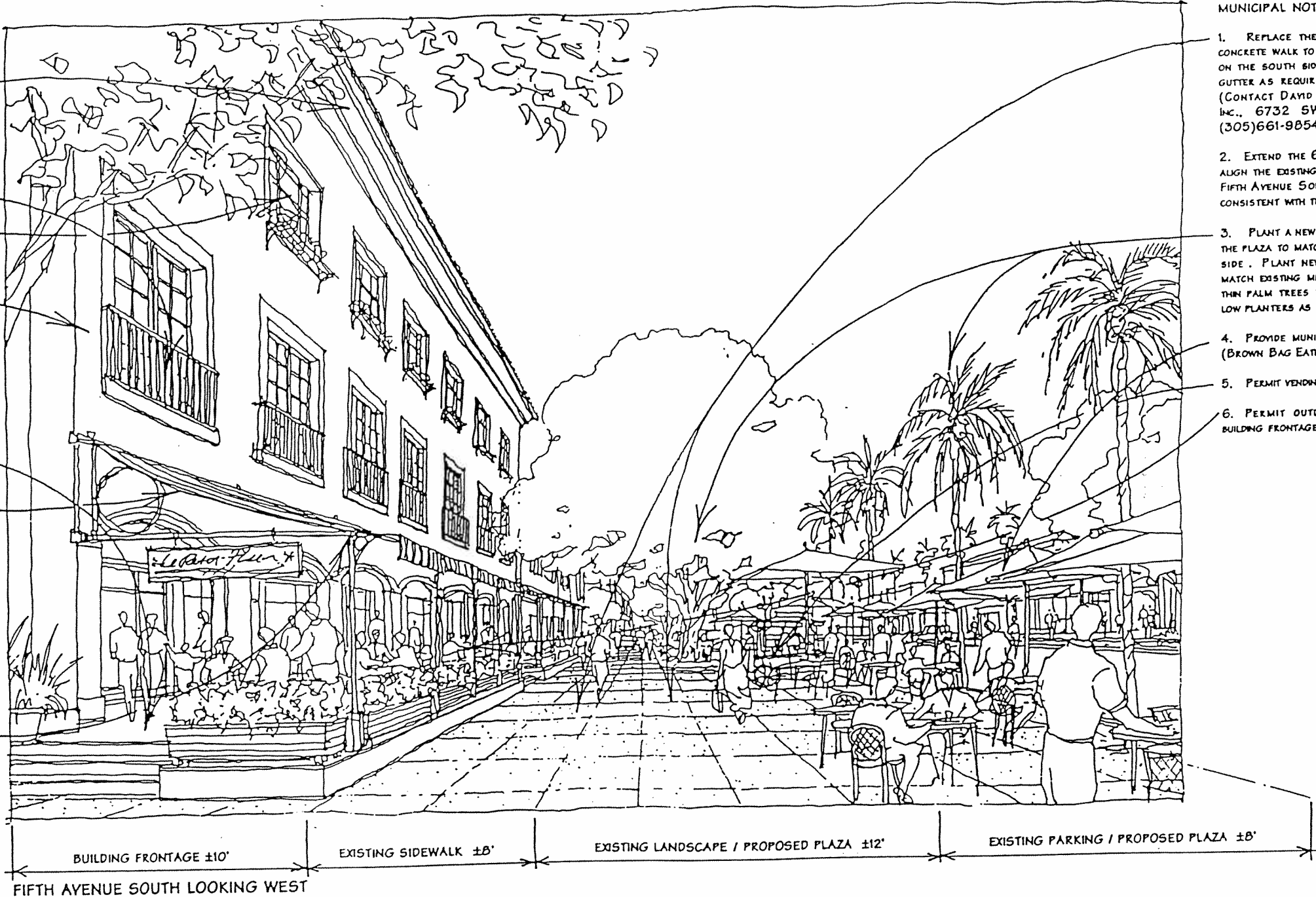
2. EXTEND THE 6TH STREET MEDIAN TO THE SOUTH AND ALIGN THE EXISTING MEDIAN WITH THE NORTH CURB FACE OF FIFTH AVENUE SOUTH. DETAILS AND FINISHES SHALL BE CONSISTENT WITH THE PROPOSAL FOR THE SOUTH SIDE.

3. PLANT A NEW LARGE SHADE TREE ON THE WEST SIDE OF THE PLAZA TO MATCH THE EXISTING LARGE TREE ON THE EAST SIDE. PLANT NEW MEDIUM SIZE TREES WHERE SHOWN TO MATCH EXISTING MEDIUM SHADE TREES. PLANT NEW SMALL THIN PALM TREES IN THE NEW PLAZA AS SHOWN. PROVIDE LOW PLANTERS AS REQUIRED FOR TRAFFIC SAFETY.

4. PROVIDE MUNICIPAL SEATING, TABLES, AND UMBRELLAS (BROWN BAG EATING)

5. PERMIT VENDING CARTS IN THE PLAZA AND WALKS.

6. PERMIT OUTDOOR RESTAURANT DINING BETWEEN THE BUILDING FRONTAGE AND THE STREET R/W.



The Square at Sixth Street

