MASTER PLAN
AND
RETAIL RECOMMENDATIONS
FOR
FIFTH AVENUE SOUTH
CITY OF NAPLES
FLORIDA
FINAL DRAFT
JUNE 1994

RETAIL RECOMMENDATIONS
VOLUME 2 OF 2
PART 2 - SPECIFIC RECOMMENDATIONS

ANDRES DUANY
ELIZABETH PLATER-ZYBERK
ARCHITECTS AND TOWN PLANNERS

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RETAIL CONSULTANT

CHARRETTE TEAM: ANDRES DUANY, ROBERT GIBBS, THOMAS LOW, ALISA BLOCK, DANA LITTLE, LAURENCE QAMAR, ISKANDAR SHAFIE, RICHARD SHEARER, JEFF SPECK, AND CURTIS WOODHOUSE
Fifth Avenue South

Legend

LANDSCAPE

EXISTING TREE / TREE WELL
GRASS / LANDSCAPE
HEDGES / GREEN
PLANTER

SIDEWALK

DRAINAGE
CONCRETE
DAMAGED CONCRETE
SPECIAL PAVING MATERIAL
OVERHANGING ABOVE

STREET FURNITURES

EXISTING BUSHES
BICYCLE RACK
MAIL BOX
NEWSPAPER STAND
PUBLIC RESTROOM
TRASH CAN / DUMPSTER
STREET SIGN
WATER FOUNTAIN

UTILITIES

FIRE HYDRANT
EXISTING STREET LIGHT
MANHOLE
TELEPHONE POLE
TRAFFIC LIGHT POLE
Fifth Avenue South
Specific Recommendation Key

Block A
IFTH AVENUE SOUTH, NAPLES, FLORIDA

XTERIOR RECOMMENDATIONS

OBSERVATIONS
- 300 BUSINESS TYPE FOR FIFTH AVENUE
- LANDSCAPING IS TOO DENSE AND HIGH
- ILL MAINTAINED BUILDING

PROBLEMS
- DISPLAY PHOTOS OF HOMES AND PROPERTIES IN DISPLAY CASE FOR PEDESTRIANS
- UPGRADE AND TRIM LANDSCAPING
- LEAVE LIGHTS ON INTO EVENING

RECOMMENDATIONS

SPECIFIC RECOMMENDATIONS

INTERIOR RECOMMENDATIONS

OBSERVATIONS
- NONE NOTED

PROBLEMS
- NONE NOTED

RECOMMENDATIONS
- NONE NOTED

BUILDING SPECIFICATIONS

PLAT / LOT:
- R4-16(8) 14020B0001

OWNER:
- ADDISON D. MILLER

OWNER'S ADDRESS:
- 305 5TH AVENUE SOUTH
- NAPLES, FLORIDA 32940

TENANTS / USES:
- 305 - AE MILLER & ASSOCIATES, REALTOR
- 315 - HATTERS
- 325 - JD MILLER'S RENTAL DEPARTMENT
- 335 - TOM O'ROGAN

OFFICE

LAND AREA:
- 20,025 SF

GROSS LEASE AREA:
- 16,856 SF

BUILDING CONDITION:
- GOOD

NUMBER OF FLOORS:
- 2

PARKING ON SITE:
- 20

PARKING ON STREET:
- 2

305-335 FIFTH AVENUE SO. 10E 127
FIFTH AVENUE SOUTH, NAPLES, FLORIDA

exterIOR RECOMMENDATIONS

OBSERVATIONS
- Building has very nice Floridian style
- Very well-maintained landscaping
- Clipped box hedges and evenly spaced palms
- Sidewalk in good condition
- Very good parking in rear with nice landscaping
- Ice entry through rear of building
- Uite pleasant

RECOMMENDATIONS
- Replace tinted glass with clear glass
- Improve signage and its visibility from the street
- Upgrade hardware on the front door

INTERIOR RECOMMENDATIONS

OBSERVATIONS
- None noted

PROBLEMS
- Obstructed view of interior from street and sidewalk

RECOMMENDATIONS
- Update door hardware
- Leave lights on into the evening
- Open view to interior from sidewalk and street

BUILDING SPECIFICATIONS

PLAT / LOT: RS-10-15 (140138600000)
OWNER: REGENCY ROW ASSOCIATES LTD.
OWNER'S ADDRESS: 851 5TH AVENUE SOUTH
NAPLES, FLORIDA 33940

TENANTS / USES:
- 405 - ADELAIDE (CLOTHING) RETAIL
- 405 - SOUTHERN EXPOSURE HAIR DESIGN
- 405 - (ACANT [ONE DAY])
- 409 - RAYMOND JAMES & ASSOCIATES, NYSE OFFICE

LAND AREA: 22,500 SF
GROSS LEASE AREA: 22,000 SF
BUILDING CONDITION: GOOD
NUMBER OF FLOORS: 2
PARKING ON SITE: 13
PARKING ON STREET: 5

405 FIFTH AVENUE SO.
FIFTH AVENUE SOUTH, NAPLES, FLORIDA

EXTERIOR RECOMMENDATIONS

OBSERVATIONS
NONE NOTED

PROBLEMS
TALL LANDSCAPING OBSCURES ACCESS

RECOMMENDATIONS
UPDATE LANDSCAPING.
USE LOW GROUND COVER, NOT TALL SHRUBS.
BEST LAND USE WOULD BE COMMERCIAL SHOPS,
BUT GOOD FOR AN OFFICE.
PAINT BRICK WHITE.

INTERIOR RECOMMENDATIONS

OBSERVATIONS
NONE NOTED - DID NOT VISIT

PROBLEMS
NONE NOTED - DID NOT VISIT

RECOMMENDATIONS
NONE NOTED - DID NOT VISIT

BUILDING SPECIFICATIONS

PLAT / LOT: KB-16 (11) 190126000007
OWNER: BENJAMIN G. FARDS
OWNER'S ADDRESS: 525 KINGSTOWN DRIVE
NAPLES, FLORIDA 33940

TENANTS / USES: 865 - GULF REALTY,
865 - LAW OFFICE,
865 - OFFICE

LAND AREA: 3,315 SF
GROSS LEASE AREA: 2,613 SF
BUILDING CONDITION: GOOD
NUMBER OF FLOORS: 1
PARKING ON SITE: 2
PARKING ON STREET: 0

865 FIFTH AVENUE S.
## Specific Recommendation Key

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### Fifth Avenue South - North Blocks

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<td>315 - Hatters and Haircutters</td>
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<td>489 - Spice of Life Restaurant</td>
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<td>625 - 5th Avenue Cafe/Bodega Bar</td>
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<td>757 - Thing-Ama-Jigger</td>
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**ADDITIONAL MERCHANT**

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