

NAPLES DESIGN DISTRICT MASTER PLAN

A VISION FOR THE 41-10 MIXED-USE AREA



PREPARED FOR:
Community Redevelopment Agency Board (CRA)
Community Redevelopment Agency Advisory Board (CRAAB)

DATE:
June 09, 2022

PREPARED BY:
DPZ CoDESIGN
IWPR Group
Gibbs Planning Group
Langan Engineering



NAPLES DESIGN DISTRICT MASTER PLAN REPORT

JUNE 09, 2022

NAPLES COMMUNITY REDEVELOPMENT AGENCY

CRA BOARD

Michael McCabe, CRA Board Chair & Vice Mayor

Terry Hutchison, CRA Vice Chair

Teresa Heitmann, Mayor

Ted Blankenship

Raymond Christman

Paul Perry

Beth Petrunoff

CRA ADVISORY BOARD

Luke Fredrickson, CRAAB Chair

George Dondanville, CRAAB Vice Chair

Casey Askar

Julie Domenick

David Fruscione

Jonathan Levy

Gregory Palmer

CRA ADMINISTRATOR

Anita Jenkins

CONSULTANTS

RETAIL

Gibbs Planning Group

Bob Gibbs, FSLA AICP

TRAFFIC & INFRASTRUCTURE

Langan Engineering

Michael Carr, PE

COMMUNITY OUTREACH IWPR GROUP

Irina Woelfle, IWPR Group, Community Engagement &

Public Relations Specialist

MASTER PLANNING

DPZ CODESIGN, LLC

Galina Tachieva, DPZ Partner-in-Charge

Xavier Iglesias, Sr. Project Manager & Urban Designer

Senen Antonio, Partner & Urban Designer

Yasmine Benchekroun, Designer

Paul Genovesi, Designer

Chris Ritter, Designer & Illustrator

NAPLES DESIGN DISTRICT MASTER PLAN REPORT

TABLE OF CONTENTS

INTRODUCTION

Executive Summary.....	2
Public Engagement	5
The Charrette.....	10

THE DISTRICT CONTEXT

Regional Proximities.....	16
Vicinity.....	18
District History.....	19
Existing Conditions.....	22
District Diagnostics.....	24
Retail Analysis	30

ENVISION THE DISTRICT

Leverage the Assets.....	39
Enable Prosperity.....	72
Connect the District.....	92

REGULATORY AND IMPLEMENTATION TOOLS

Regulatory Review.....	146
Zoning Recommendations	162
Design Walk Special Overlay District.....	164
Management Best Practices.....	167
Implementation Tools.....	169

**SPEAK
UP
NAPLES**



INTRODUCTION

EXECUTIVE SUMMARY	2
PUBLIC ENGAGEMENT	5
THE CHARRETTE	10



INTRODUCTION

EXECUTIVE SUMMARY

This Master Plan was initiated by the City of Naples's Community Redevelopment Agency, largely in response to recent substantial investment in a quadrant of the downtown bounded by US-41, Goodlette- Frank Road, and 7th Avenue North. Known for its concentration of art and decor businesses between US-41 and 10th Street, but also for several residential neighborhoods to the east, the plan was given the working title of the 41-10 Mixed-Use Area. While this report references both the 41-10 and Design District names, the CRA board members voted at their May 12th meeting to officially designate this neighborhood as the Naples Design District. **It is important to note that a master plan is a dynamic, long-term planning document that provides a conceptual layout to guide future growth and development. Discussed in the final chapter of this report, the regulations that will enable the ideas proposed in this plan shall reside in a separate set of implementation tools to be adopted through future actions.**

The Master Plan was conceived to support the existing qualities of the Naples Design District in the creation of a 3rd urban destination for the City with a stronger local focus. The principal goals of the plan are to help the District better serve existing residents and businesses; to encourage job creation with new businesses; and to promote housing affordability.

With investors eyeing the potential of the District, and large parcels of the southern end already in redevelopment, many locals and residents spoke up to support maintaining the eclectic, small-scale, pedestrian-friendly feel of this neighborhood.

The Master Plan consists of specific design proposals, tools, and best management practices that acknowledge the uniqueness of the District and the need to view its future development through a different planning lens. Recommendations favor recalibrating the existing regulatory framework to better shape new growth while celebrating the existing diversity of design, retail, restaurants, and industrial uses that sit adjacent to several residential communities.

The Master Planning process involved a five-month public engagement period, an online platform for gathering input from area stakeholders, and a weeklong charrette of community meetings. The process was also informed by retail and civil infrastructure analyses that are included in this report.

The following are the goals underscored by this visioning effort:

- **Build on the Design District's strengths** by ensuring that any improvements and redevelopment are consistent with the neighborhood's existing character and fine-grain urban fabric.
- **Encourage new business opportunities and diverse housing** while preserving the existing affordable housing stock.
- **Foster placemaking policies and regulations** that serve a multi-generational population, especially the young and young-at-heart.

To accomplish the above goals the Master Plan proposes the following Design District Vision, a set of actionable strategies grouped into three key categories:



Design Walk Proposal



Design Walk Proposal



GW Carver Upgrades

INTRODUCTION

EXECUTIVE SUMMARY

LEVERAGE THE ASSETS

Utilize and amplify the existing infrastructure that currently defines the Design District's success.

- **Enhance the walkable urban fabric and emerging eclectic qualities** within the Design District, and along the commercial edges of US-1 and Goodlette-Frank Road.
- **Employ unique alleyway system** and its evolution as a picturesque and active promenade that relates to the art, design, and dining scene already in progress.
- **Optimize the impact of new civic infrastructure projects** such as the Performing Arts Center and the new parking garage.

ENABLE PROSPERITY

Channel and shape investment that preserves the neighborhood scale and resident diversity of the Design District.

- **Maintain the unique variety of housing** in the Design District to safeguard the mix of residents that defines the neighborhood character.
- **Expand the menu of building types** for residential, commercial, and mixed-use to better complement the existing small scale.
- **Identify opportunities for sensitive infill and redevelopment** that will add mixed-use and civic improvements.

CONNECT THE DISTRICT

Reinforce and refine the Design District's street and utility

networks within the neighborhood while also improving access to destinations beyond.

- **Celebrate 10th Street** as the principal north-south connecting spine of the Design District.
- **Coordinate the multi-modal networks** so that motorists, cyclists, pedestrians, and transit riders are equally served.
- **Make incremental & integrated infrastructure improvements** that strategically schedule and prioritize above-ground improvements with below-ground utility upgrades along thoroughfares.
- **Establish safer crossings** for pedestrians at key intersections connecting the Design District to Downtown destinations across US 41 and Goodlette-Frank Rd.

The result of this plan should be the “polishing of a local gem” that is already special, but needs to be carefully set, maintained, and linked to the rest of the City. This plan aims to strengthen the brand of this neighborhood and, by extension, provide Naples with a third great local destination. As an established urban “node,” the Design District will join 5th Avenue South and 3rd Street South as a place to live, work, and enjoy – as well as to visit for entertainment, leisure, and shopping. For those seeking to relocate or start a business this master plan will provide a road map of options in Naples' most exciting, inclusive community.



Redevelopment Studies



10th Street Proposal



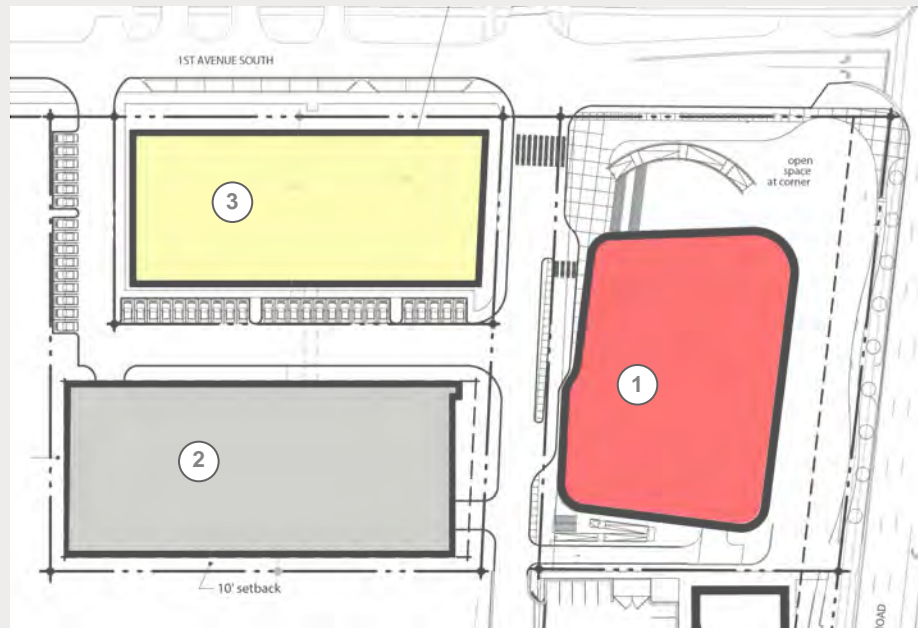
US 41 Pedestrian Crossing Study

INTRODUCTION

EXECUTIVE SUMMARY – ACTION STEPS

The following are 6 initial Action Steps that the CRA/ City Council can commit to making immediately to support the Design District Master Plan and its intentions. A common thread running through these steps is the role of the public sector as a catalyst to incentivize investment by the private sector and to support area residents and business owners.

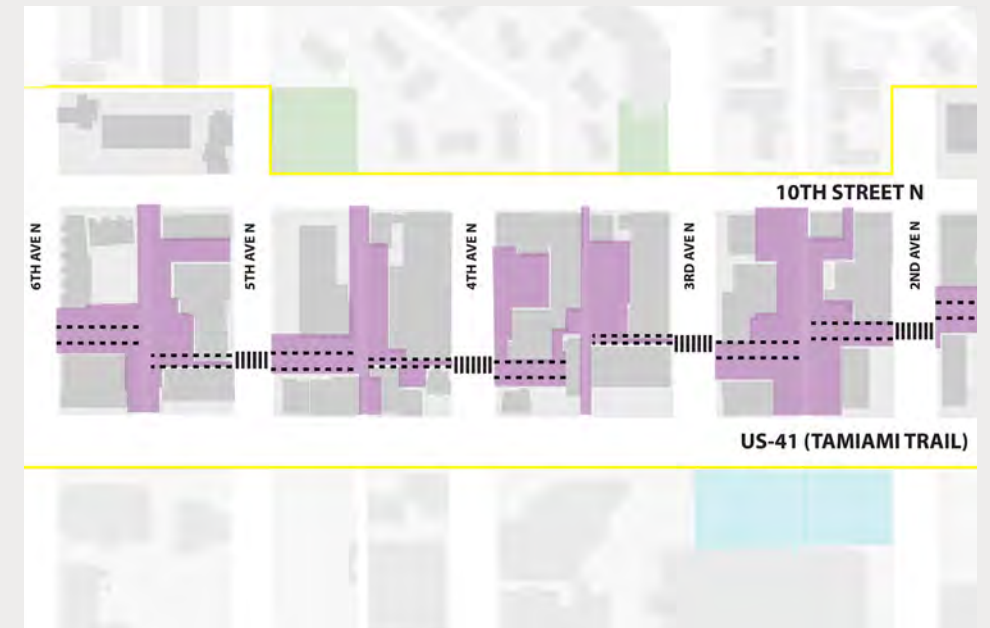
- **Approve the Master Plan in principle** even if there are details to be worked out. This will energize the private sector and will demonstrate that the vision is realistic and has the support of the CRA, the City Council, and the Community.
- **Prioritize implementation of critical infrastructure** for stormwater and coastal high-hazard improvements along 1st Ave South, 10th Street and the rest of the Design District.
- **Expedite Design District projects currently in the approval process** in order to capture the momentum of community interest and engagement. These include the new Playhouse garage and the adjacent mixed-use building. Any other newly proposed improvements in the area should be given priority status.
- **Identify a pilot project.** It is important to create a model for what the master plan aims to achieve even before all the regulatory framework is in place. This could be enhancements to the 10th Street public realm to reinforce its role as the District's main connector spine. It can also be the workforce infill housing on Goodlette - Frank Road, or a first phase of the Design Walk alley activation.
- **Form a BID entity as soon as possible** in order to lend financial and management viability to the master plan by providing assistance to residents and businesses.
- **Commission the creation of a Design District Special Overlay District** to be coordinated with the current D-Downtown guidelines and to feature a new Regulating Plan to guide the Design Walk and 10th Street improvements.



Playhouse (1), Garage (2), and Mixed-Use Building (3) on 1st Ave S and Goodlette-Frank Road/drawing by MHK Architecture & Planning.



Design Walk Alley Activation



Sample Design Walk Regulating Plan

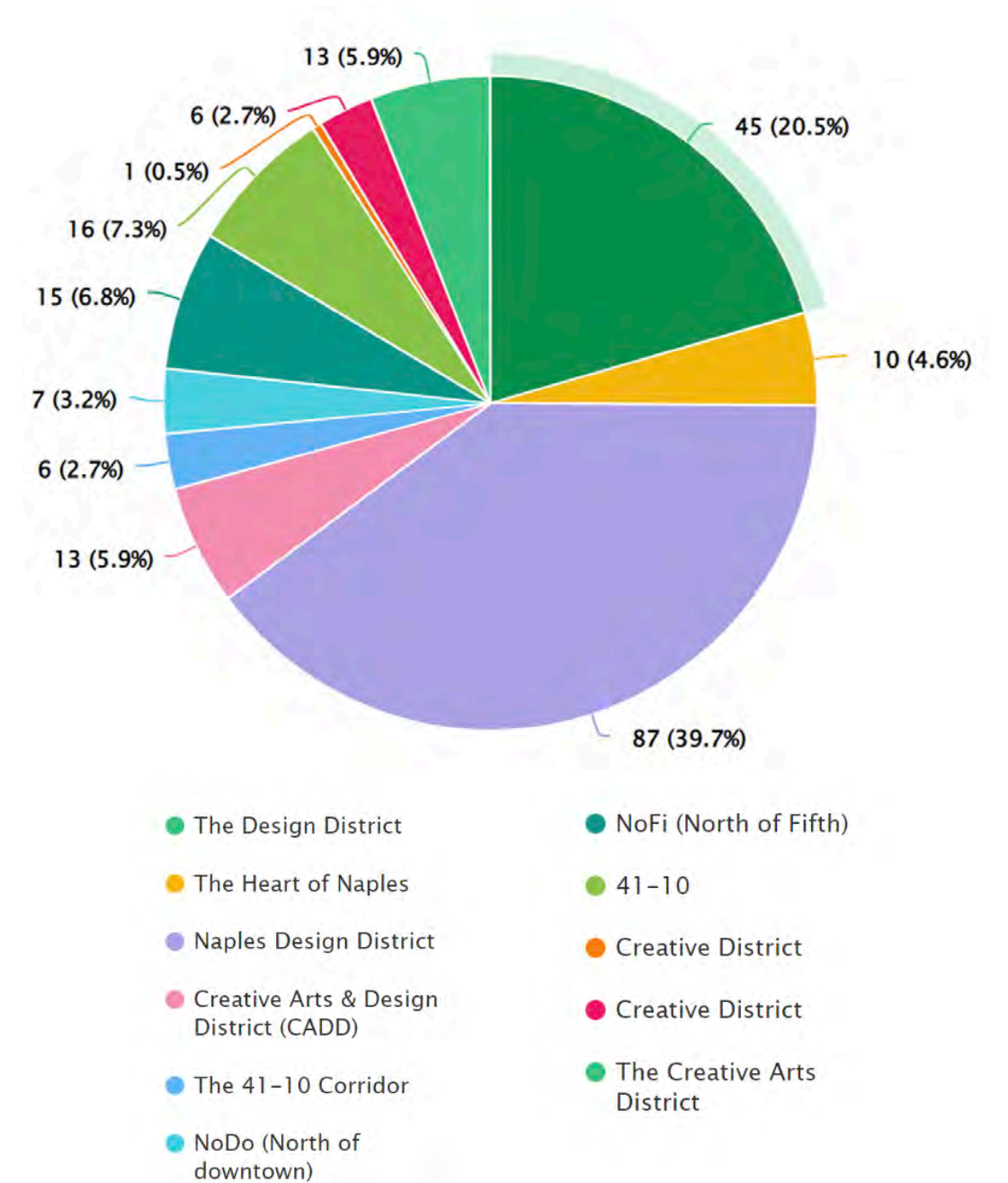
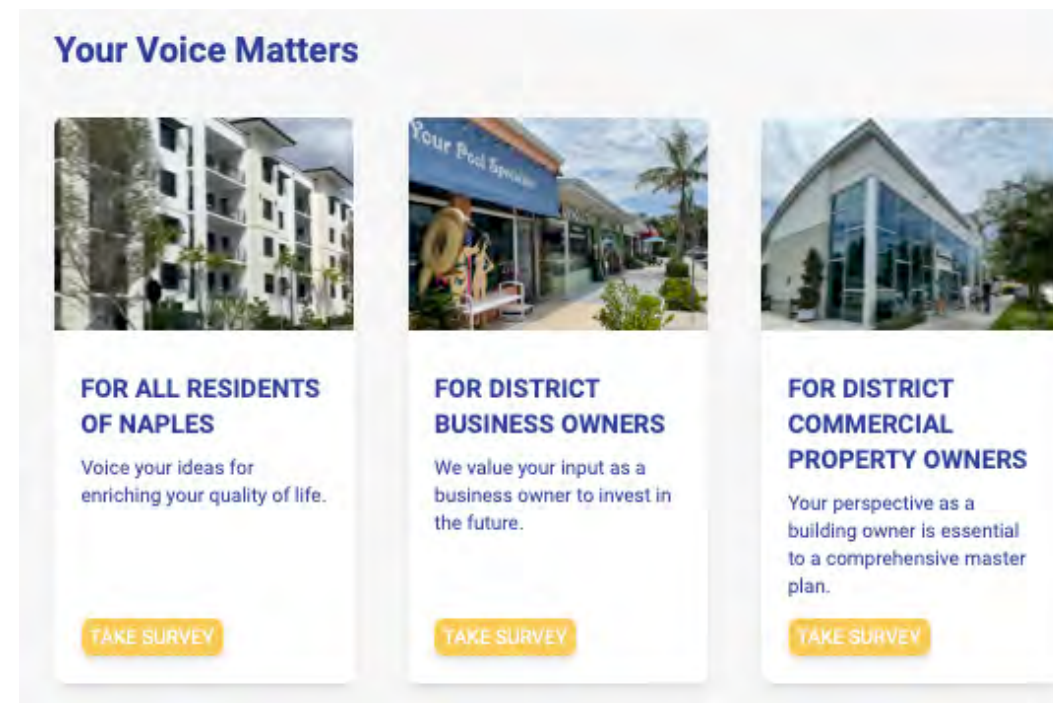
PUBLIC ENGAGEMENT

SPEAK UP NAPLES – ONLINE PLATFORM

The engagement platform **speakupnaples.com** went live on September 10, 2021.

The platform was designed to inform the Naples community about the process, **give stakeholders a forum in which to share their ideas and voice concerns**, and to grant an opportunity for all area residents to post comments about the evolution of this District.

The online tool gauged public opinion via several surveys that visitors, after registering to the site, were able to complete. The platform was designed to tabulate visitor input and **provide the CRA and designers with important community feedback.**

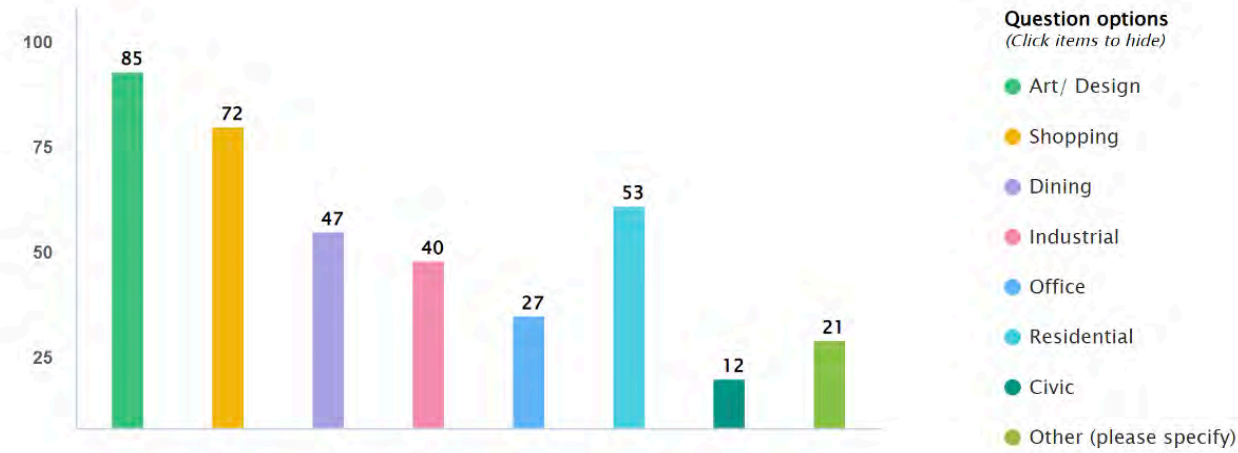


Naming the District Quick Poll Results

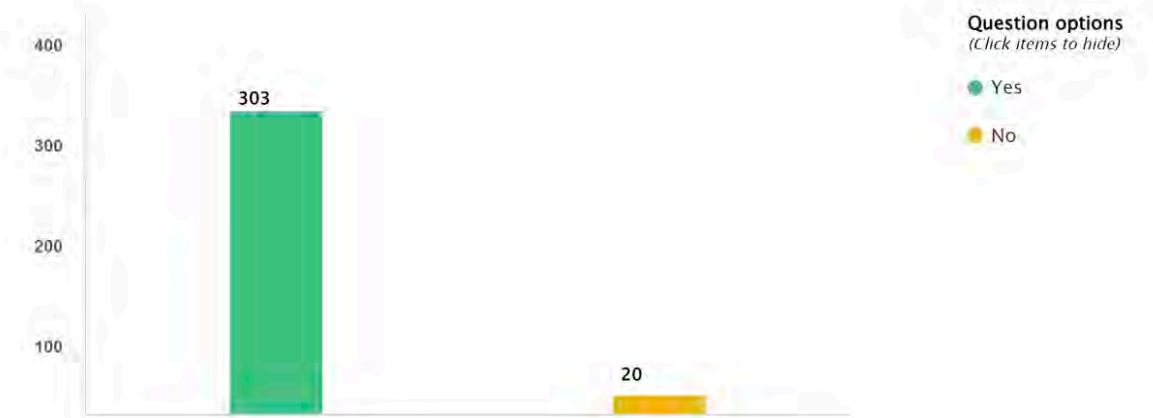
PUBLIC ENGAGEMENT

SPEAK UP NAPLES SURVEY RESULTS – RESIDENTS

When you think of the area between Goodlette- Frank Road and US 41 – what do you think of?



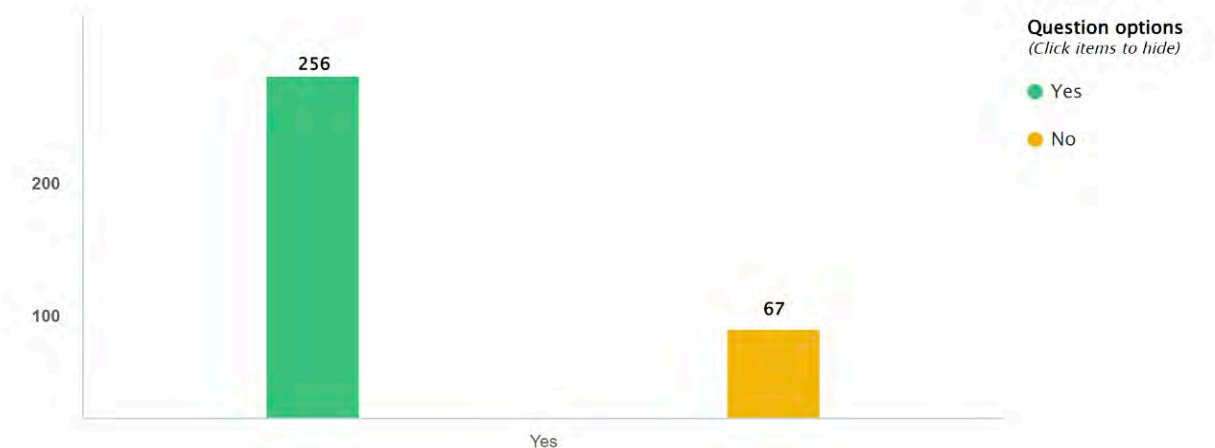
Do you shop or dine in this District?



Types of Restaurants People Would Like to See and Related Comments

- More outside dining, casual food
- Sushi, Chinese, Mexican, NO ITALIAN, NO AMERICANO, I think downtown Naples has enough Italian eateries. Something, new/exciting. The community is getting younger [lets](#) make it more interesting.
- Casual dining
- I think it should be more about design than dining
- I would like to see more restaurants
- More nightlife friendly establishments. Industry BBQ in Bayfront is a good example of what would be a great restaurant in the district. Beer, BBQ, and distinctly NOT Fifth Ave.
- More nightlife friendly establishments. Industry BBQ in Bayfront is a good example of what would be a great restaurant in the district. Beer, BBQ, and distinctly NOT Fifth Ave.
- more restaurants and shops needed
- More diverse restaurants, seems like we have plenty Italian
- Bar, burger, [pizza](#), music places
- Cuisine of various types, outdoor seating
- It's always good to get more dining options.

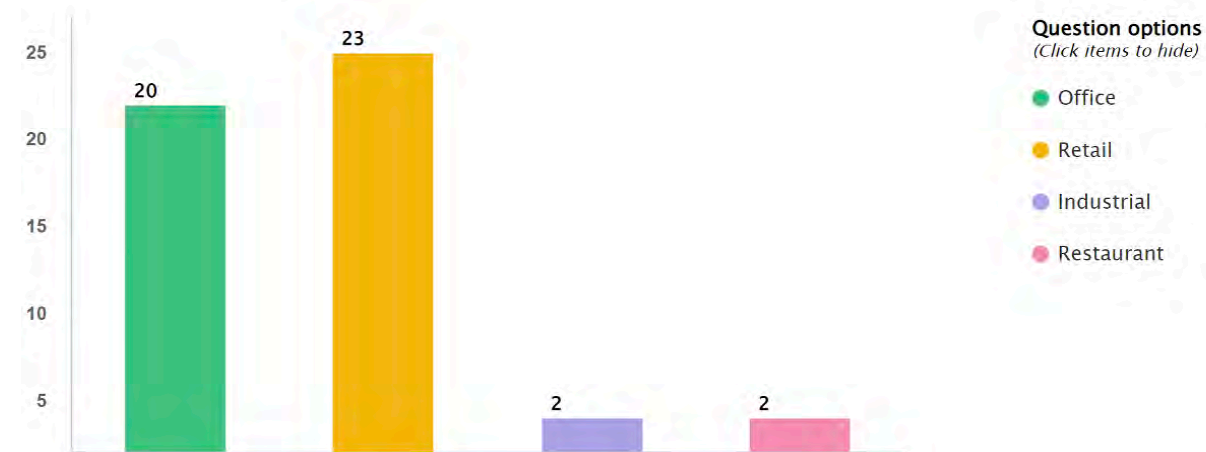
Would you like to see more restaurants in this District?



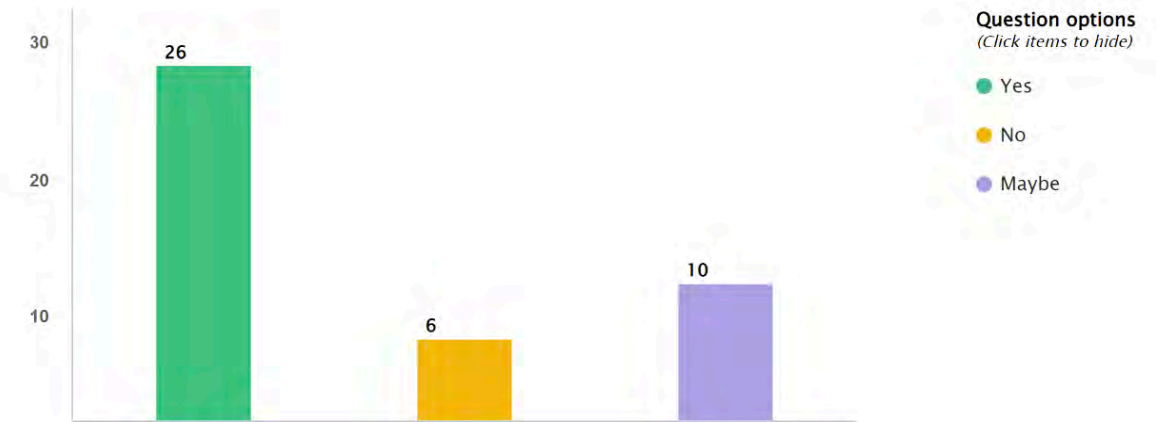
PUBLIC ENGAGEMENT

SPEAK UP NAPLES SURVEY RESULTS – BUSINESS OWNERS

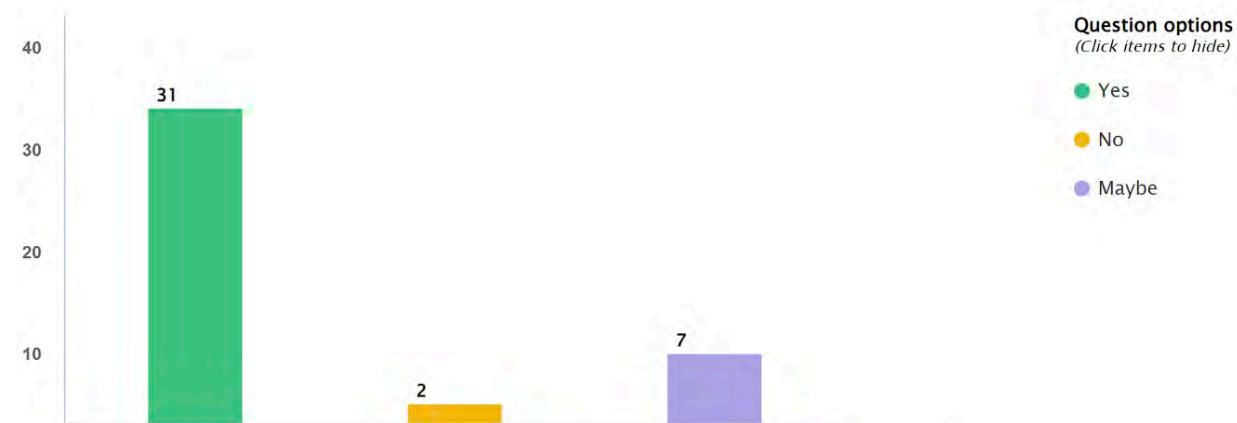
What type of business do you operate?



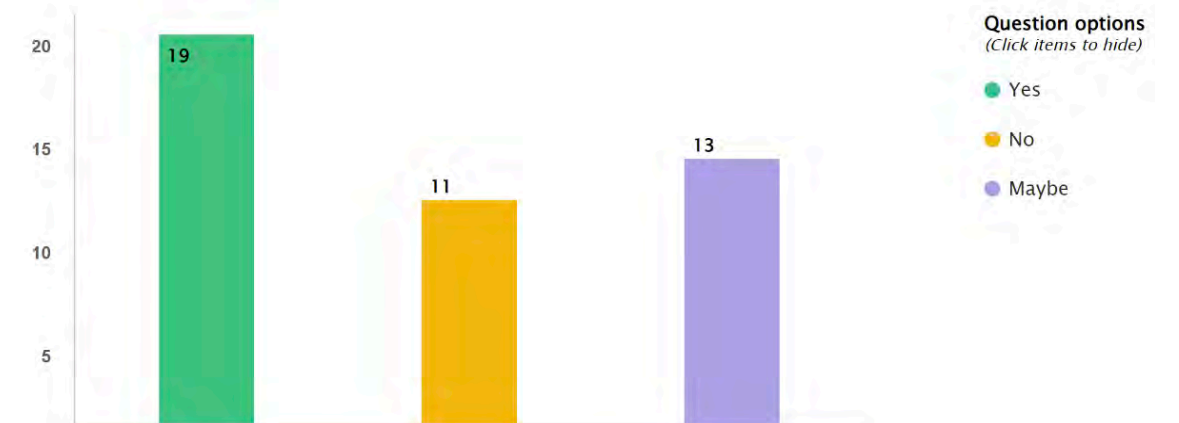
More shops in the area would help my business



Are you happy with how your business is performing in the District?



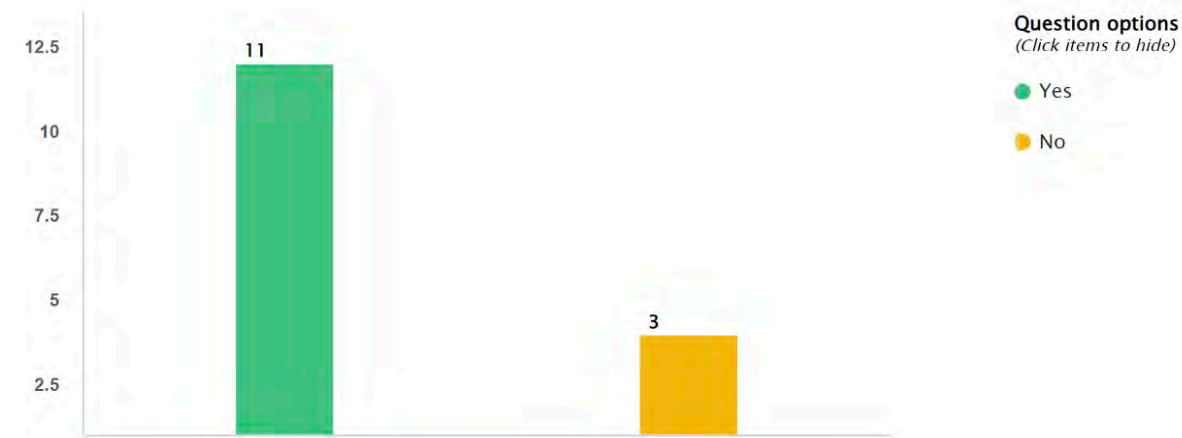
More residents in the area would help my business



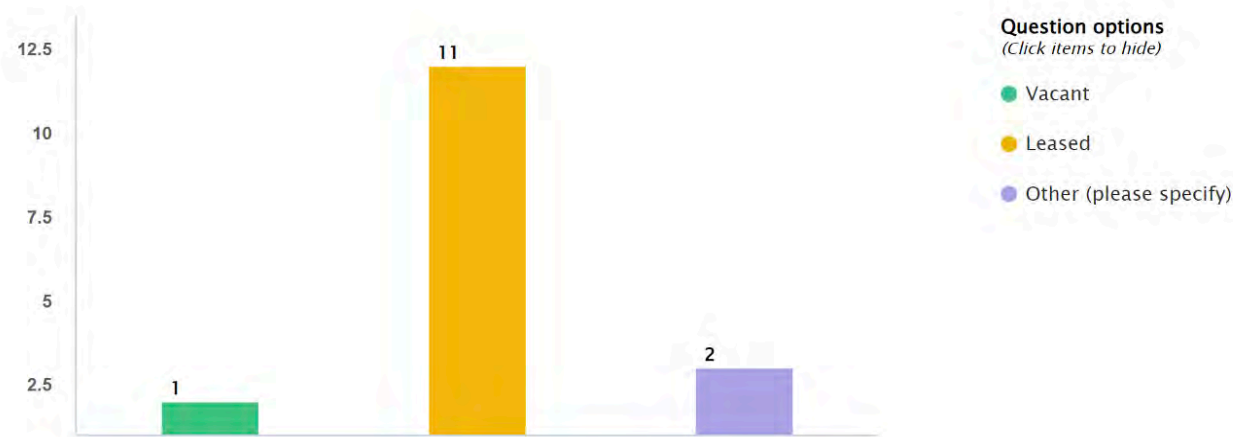
PUBLIC ENGAGEMENT

SPEAK UP NAPLES SURVEY RESULTS – COMMERCIAL PROPERTY OWNERS

Do you own commercial property in Naples, Florida?



Is your commercial property currently vacant or leased?



PUBLIC ENGAGEMENT

SPEAK UP NAPLES IDEA CLOUDS



The Share Your Ideas section of the SpeakUp Naples platform allowed respondents to write in their suggestions and concerns.

The Idea Clouds on this page summarize some of the most often heard comments. The size of the text reflects the frequency of the comment or suggestion.

8,000+ SITE VISITS

1,100+ SITE REGISTRATIONS

660+ ACTIVE PARTICIPANTS

THE CHARRETTE

THE INTERACTIVE PROCESS



The public Charrette was held at The Collective on 10th Street from 9th to the 16th of November 2021. The well-attended event featured a series of public sessions moderated by DPZ with day sessions that focused on specific topics and stakeholder groups, while the evening sessions offered daily project updates.

Meetings were tailored for residents, families, business owners, and property owners. These special meetings covered retail and restaurants as well as infrastructure, storm-water management and transportation.

THE CHARRETTE

THE SCHEDULE

NAPLES DESIGN DISTRICT 41-10 CHARRETTE SCHEDULE

NOVEMBER 9 - NOVEMBER 16, 2021

		TUESDAY NOVEMBER 9	WEDNESDAY NOVEMBER 10	THURSDAY NOVEMBER 11	FRIDAY NOVEMBER 12	SATURDAY NOVEMBER 13	SUNDAY NOVEMBER 14	MONDAY NOVEMBER 15	TUESDAY NOVEMBER 16
	7:00 AM	DPZ team departs Miami (7am)							
	8:30 AM		Team Briefing (8:30 am)	Team Briefing (8:30 am)	Team Briefing (8:30 am)	Team Briefing (8:30 am)	Team Briefing (8:30 am)	Team Briefing (8:30 am)	Team Briefing (8:30 am)
STUDIO The Collective Naples 111 10th Street S. Naples, FL 34102 CLOSING PRESENTATION River Park Community Center 301 11th Street N. Naples, FL 34102	9:00 AM	Team Arrival & Studio Set-Up (9am)	Design	Design	Design	Design	Design		
	11:00 AM	Meeting 1 <i>Design Team Orientation</i> 11:00 am - 1pm	Meeting 2 <i>Business Owners: Retail & Restaurants</i> (Gibbs Planning) 11:00 am - 1pm	Meeting 3 <i>Property Owners</i> 11:00 am - 12pm (Gibbs Planning : New Trends in Post-Covid Economy 12pm-1pm)	Meeting 4 <i>Infrastructure: Transportation & Storm Water Mgt.</i> (Langan Engineering) 11:00 am - 1pm	Meeting 5/ OPEN HOUSE <i>Residents, Families & Children</i> 11:00 am - 1pm	Meeting 6 <i>Design Team Review Draft Materials</i> 11:00 am - 1pm	Design	Design / Production (STUDIO CLOSED)
	1:00 PM	Lunch	Lunch	Lunch	Lunch	Lunch		Lunch	Lunch
	2:00 PM	Design	Design	Design	Design	Design	AFTERNOON OFF	Design	Design / Production (STUDIO CLOSED)
	6:00 PM	OPENING PRESENTATION 6:00pm - 7:30pm	Daily Pin-Up 6:00pm - 7:30pm	Daily Pin-Up 6:00pm - 7:30pm	MID-TERM PRESENTATION 6:00pm - 7:30pm	Daily Pin-Up 6:00pm - 7:30pm			CLOSING PRESENTATION* 6:00pm - 7:30pm. at RIVER PARK COMMUNITY CENTER

PLEASE NOTE: ALL EVENTS ARE TAKING PLACE AT THE COLLECTIVE STUDIO, WITH THE EXCEPTION OF THE CLOSING PRESENTATION BEING HELD AT THE RIVER PARK COMMUNITY CENTER.

PLEASE NOTE: TWO OR MORE MEMBERS OF THE CITY OF NAPLES CITY COUNCIL, NAPLES COMMUNITY REDEVELOPMENT AGENCY BOARD, AND/OR THE NAPLES COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD MAY BE IN ATTENDANCE AT ANY MEETING ON THIS SCHEDULE.

The main special topic sessions were more interactive and involved discussions with the current business owners, retailers, restaurateurs, property owners, and residents. One of the daytime meetings included an internal working session between the designers, CRA leadership, and City Staff which was open to the public.

Two special retail presentations were made by Bob Gibbs of Gibbs Planning Group. Langan Engineering presented their analysis of the District's drainage, traffic patterns, intersection improvements, parking, and pedestrian and cycling safety, as well as FDOT proposals for space.

THE CHARRETTE

SPECIAL TOPIC SESSIONS



Evening pin-ups featured an opportunity for area residents to drop by with their children and share their thoughts.

At the beginning, middle, and end of the charrette, there were three evening sessions with a more formal, slide-show format summarizing the project's progress. The Charrette Closing Presentation was held at the River Park Community Center the evening of November 16th and was attended by more than 120 people.

THE CHARRETTE

THE CHILDREN'S WORKSHOP

A special afternoon session welcomed a group of Middle School students who participate in after school activities at the River Park Community Center.

They were provided with colored pens and paper and quickly filled several of our 4x8 panels with ideas for the 41-10 area. Chief among their requests were additional recreational facilities and more establishments that serve ice cream!



THE CHARRETTE

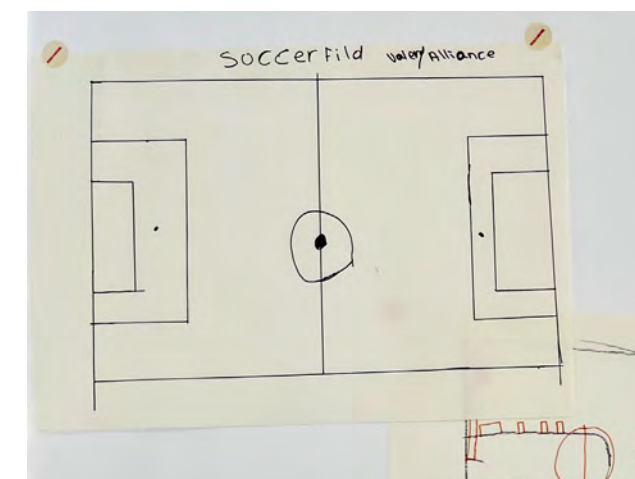
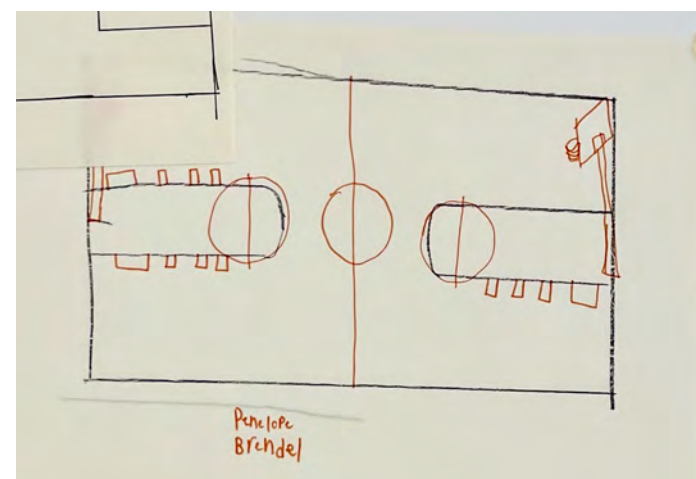
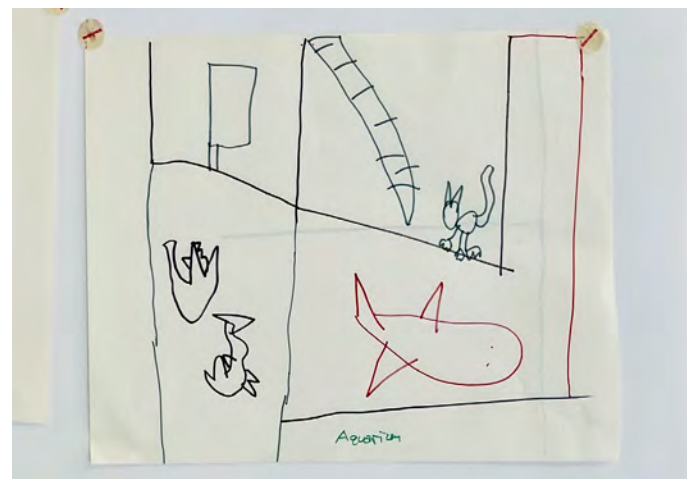
IDEAS DRAWN BY MIDDLE SCHOOL STUDENTS FROM RIVER PARK COMMUNITY CENTER



Several students drew Soccer Fields and Basketball Courts.

One proposal was for an ice cream shop.

One creative student proposed an aquarium.



THE DISTRICT CONTEXT

REGIONAL PROXIMITIES.....	16
VICINITY	18
DISTRICT HISTORY	19
EXISTING CONDITIONS.....	22
DISTRICT DIAGNOSTICS.....	24
RETAIL ANALYSIS (GIBBS).....	30



REGIONAL PROXIMITIES

CIVIC AND INSTITUTIONAL ASSETS



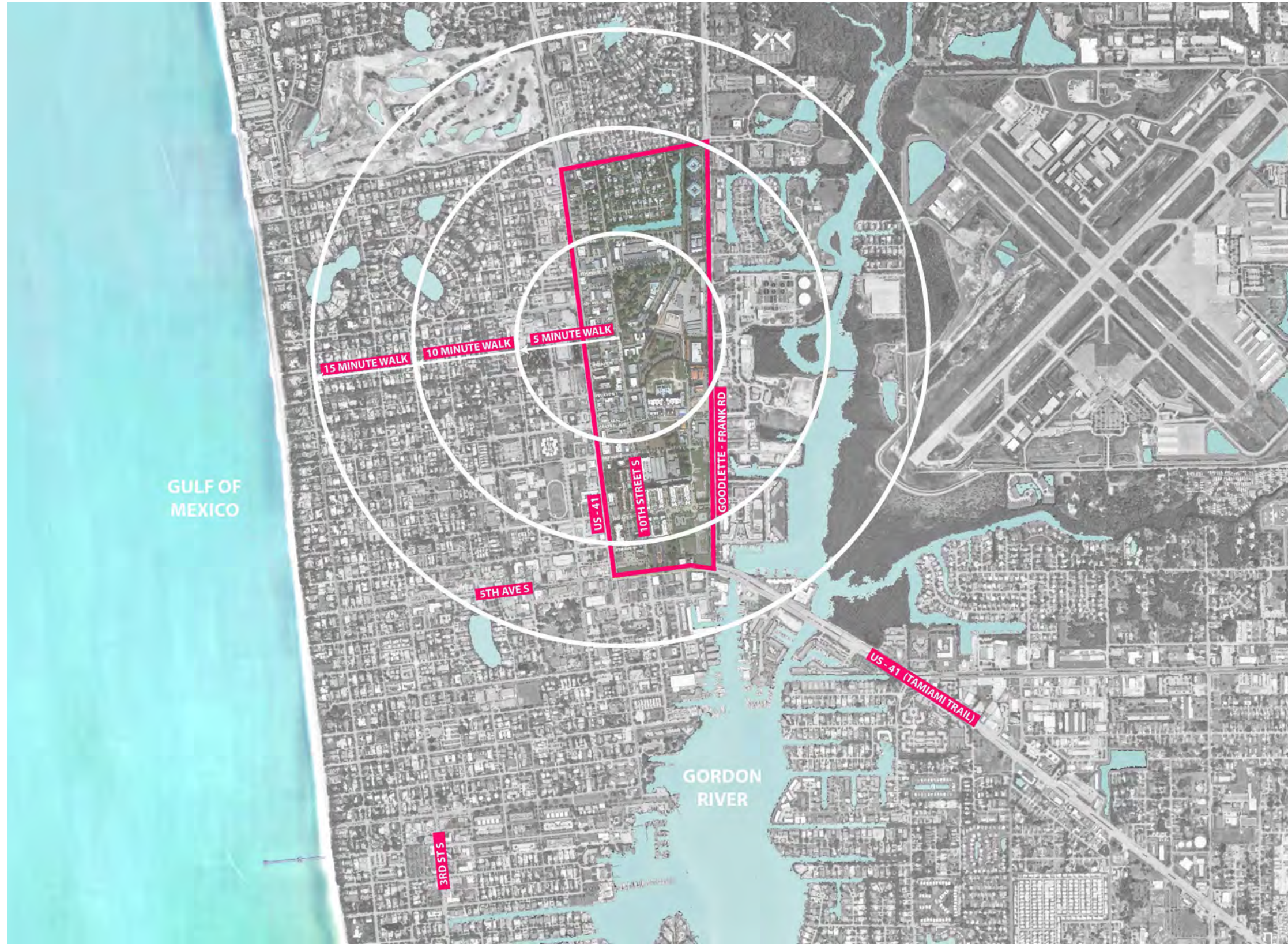
The Design District sits at a key intersection of Downtown Naples and comprises roughly one third of the city's land area.

As illustrated on the next page, this neighborhood is within a 15-minute walk or a short drive of the many civic and institutional assets in the Greater Naples region.

- - - 5th Avenue South
- - - 3rd Street South
- Design District Study Area Boundary

REGIONAL PROXIMITIES

PEDESTRIAN SHEDS

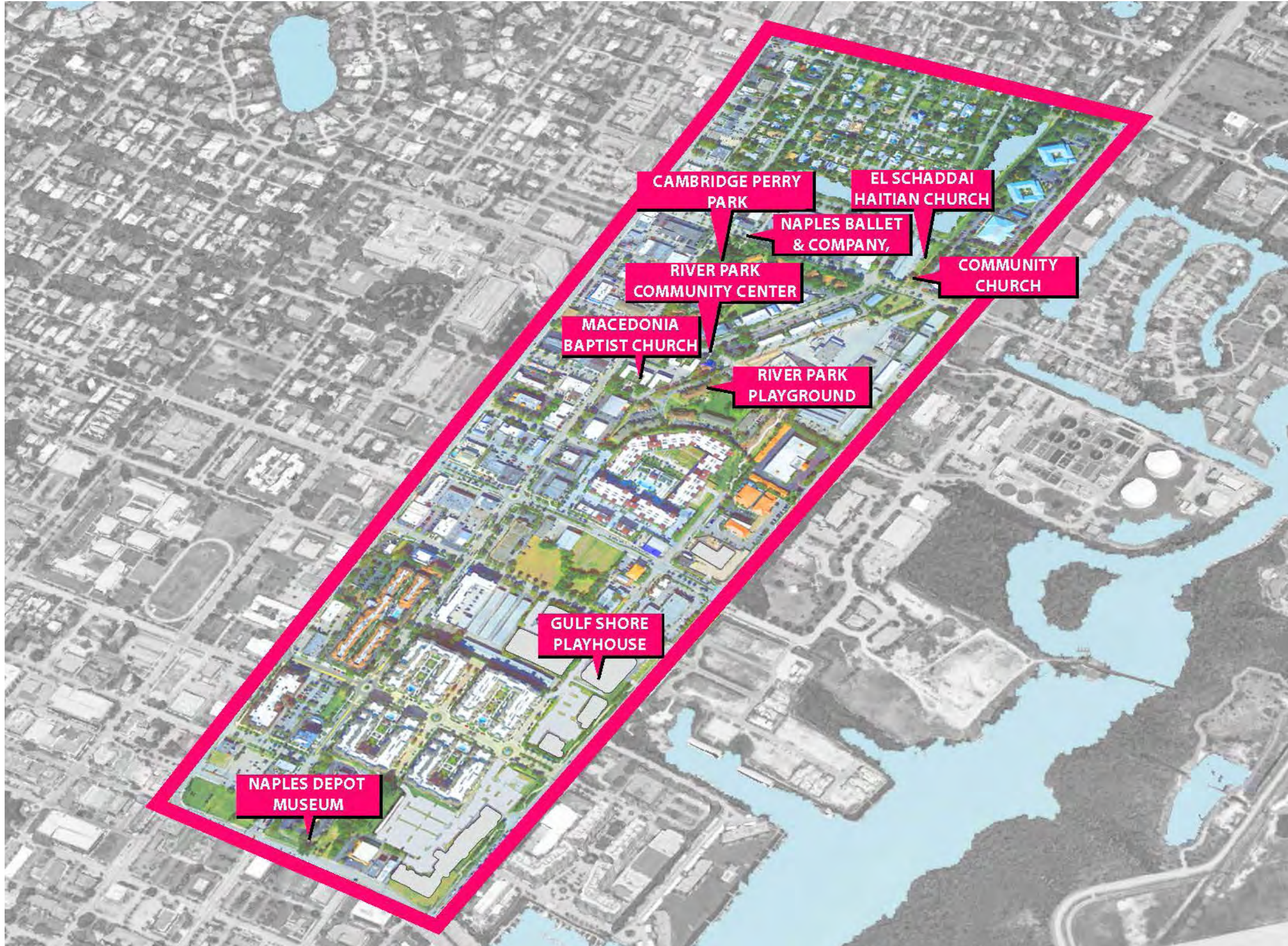


“The 15-minute City” was recently introduced into the urban design conversation by the Mayor of Paris, Anne Hidalgo. Announced in 2021, her plan seeks to ensure that all Parisians can meet each of their basic daily needs within a 15-minute walk or bike ride.

Sitting within a 15-minute radius of a complete set of community services, the Naples Downtown— and the Design District in particular— is ideally positioned to illustrate the 15-Minute-City concept.

VICINITY

DISTRICT ASSETS OF CIVIC IMPORTANCE



Naples Depot Museum



River Park Community Center



Macedonia Baptist Church

DISTRICT HISTORY

EARLY YEARS



Macedonia Baptist Church



Naples Aerial View - Looking South 5th Ave

Historically, the 41-10 study area has been a diverse zone, primarily dedicated to commercial and industrial use. In the early 20th Century, the depot at 5th Ave South was the terminus of the Seaboard Air Line Railroad. The depot still serves the area as a county museum dedicated to Naples area history.

Early on the area was also a residential community. In the 1940s a workers' village called the MacDonald's Quarters existed at the center of the neighborhood. Many of its residents worshiped at the Macedonia Baptist Church, a landmark that still occupies the corner of 10th Street and 11th Ave. North.



Macedonia Baptist Church



The Railroad Depot Under Construction

Images by Elaina Gyure

DISTRICT HISTORY

DISTRICT EVOLUTION

Though the US-41 frontage has consistently seen a fair mix of small shops, motels, and restaurants over the years, the 41-10 area has always been in a state of evolution.

In the 1980s, residents of the McDonald's Quarters were relocated to the recently built townhouses of the George Washington Carver complex, a housing development that would become the heart of the River Park West neighborhood. Today, the site of what was once the home of the Naples Daily News is being transformed into the high-end 1111 Central Avenue condominium complex.



Aerial view of Central Avenue with the former Naples Daily News Facility.



Former entrance of Naples Daily News on Central Avenue.



Naples RR Depot at 5th Ave S/ US 41.



Aerial view of 5th Avenue South.



McDonald's Quarters cottages offering housing for workers (1949-1980).



McDonald's Quarters with Seaboard Railroad Line in the foreground.

DISTRICT HISTORY

AERIAL TIMELINE

These historic aerial views show that the District has always been home to a mix of both small and large structures, including a large shopping center at Goodlette-Frank Road just north of US 41.



1995 Aerial photo



Aerial View of US41 & 10th Street (circa 1970's)



EXISTING CONDITIONS

SITE VISIT AND FIRST IMPRESSIONS



Existing streetscape and landscape.

The first site visit to the 41-10 area confirmed many of the qualities that make the District a desirable urban setting with great potential. 10th Street is a pedestrian-friendly thoroughfare despite the volume of traffic it handles.



Discussing the space in between alleys.



Existing streetscape and landscape.

The east-west avenues of the Design District have ample rights of way, many with head-in parking and broad sidewalks or generous green space and mature trees. The alleyway system presents a land bank of opportunities

that inspired the design team. Some business and property owners have already begun utilizing the space in the alleys.

EXISTING CONDITIONS

SITE VISIT & FIRST IMPRESSIONS



10th Street / Design District

The heart of the 41-10 is the Design District. Vibrant with an interesting mix of retail stores, showrooms, eateries, and industrial shops, this western sector of the 41-10 is already a unique place with several recently built structures.

Diverse Housing Options

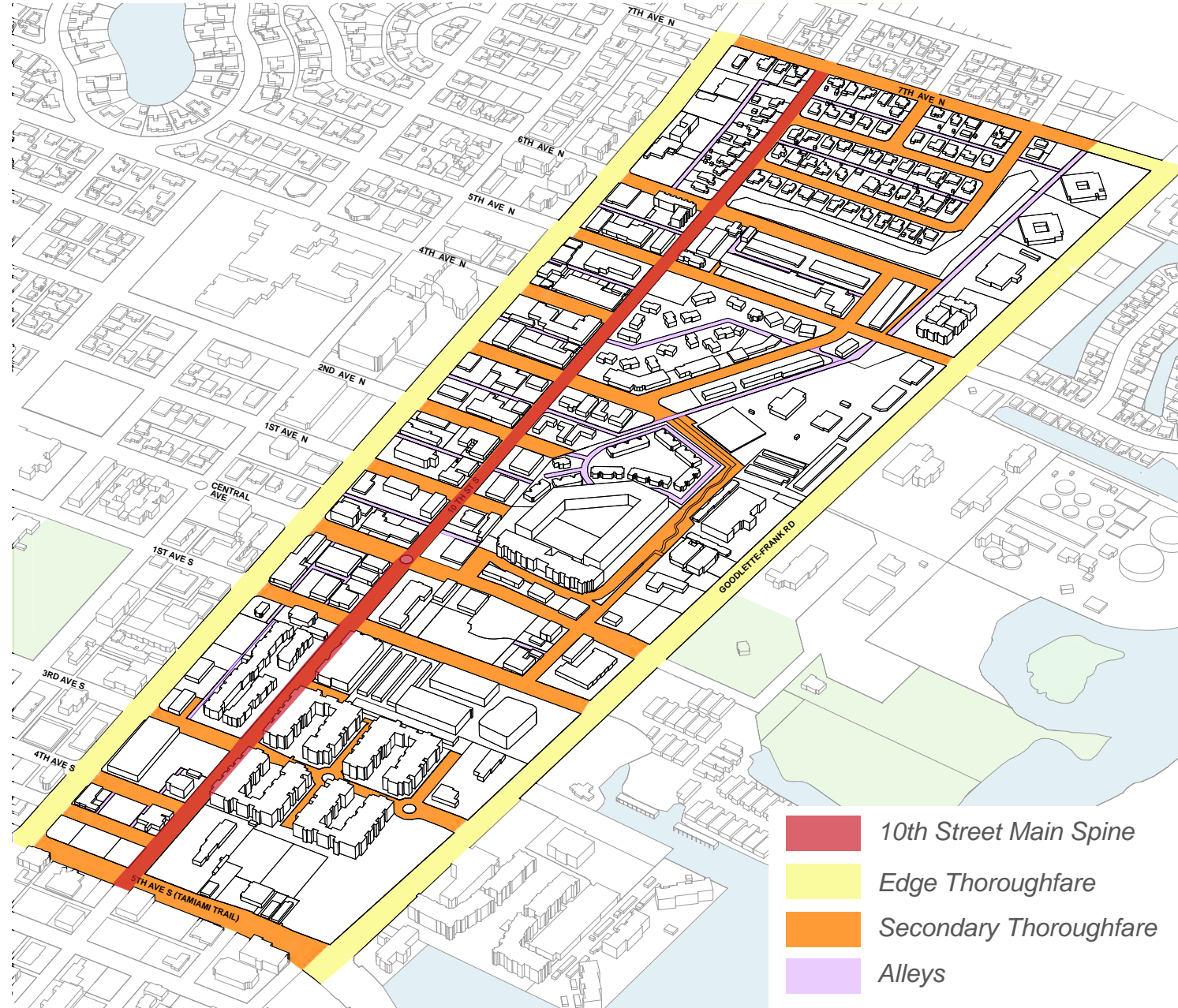
Nearby, housing options range from the affordable housing enclaves of GW Carver, Jasmine Cay, and Jade to the upscale 1111 Central Avenue and Naples Square. The single-family neighborhood of Lake Park offers an enviable mix for any downtown district.

River Park (Top), 6th Avenue (Bottom)

Complementing the business and residential components, the 41-10 area is equipped with several very active civic and institutional amenities such as the River Park Community Center and a few small, but well-used parks.

DISTRICT DIAGNOSTICS

VEHICULAR & PEDESTRIAN CONNECTIVITY

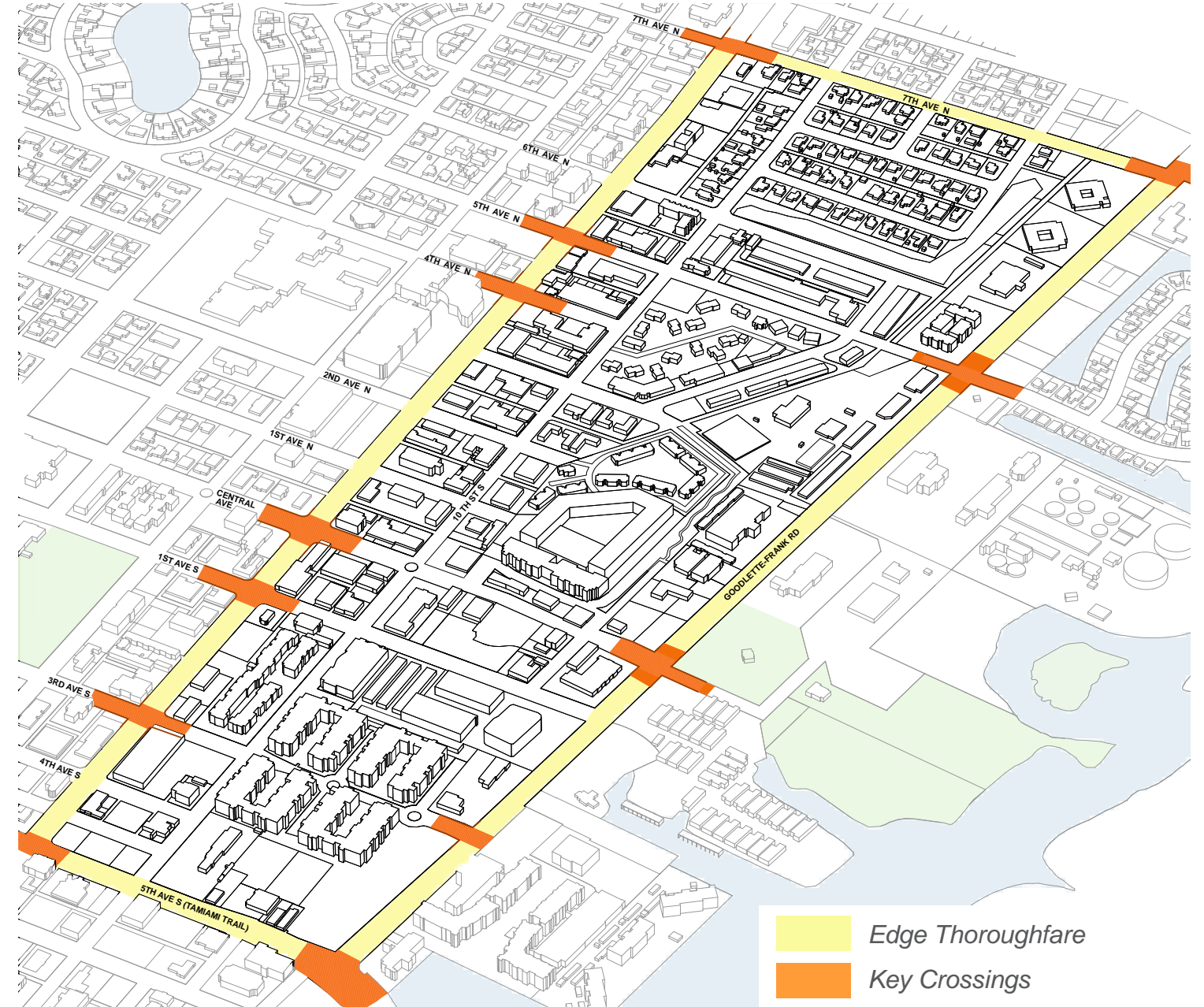


- 10th Street Main Spine
- Edge Thoroughfare
- Secondary Thoroughfare
- Alleys

Connectivity - Streets & Alleys

The District is fortunate to have 10th Street as a north-south internal spine. This pedestrian-friendly street provides a continuous vehicular corridor that connects the entire length of the neighborhood. Though this is the only full north-south connector, the area's street grid is otherwise relatively porous and offers multiple routes within the

District and convenient access out of it. The challenge is maintaining walkability within the District as empty parcels are developed and existing properties are repurposed, resulting in more activity.



- Edge Thoroughfare
- Key Crossings

Pedestrian Sleeves

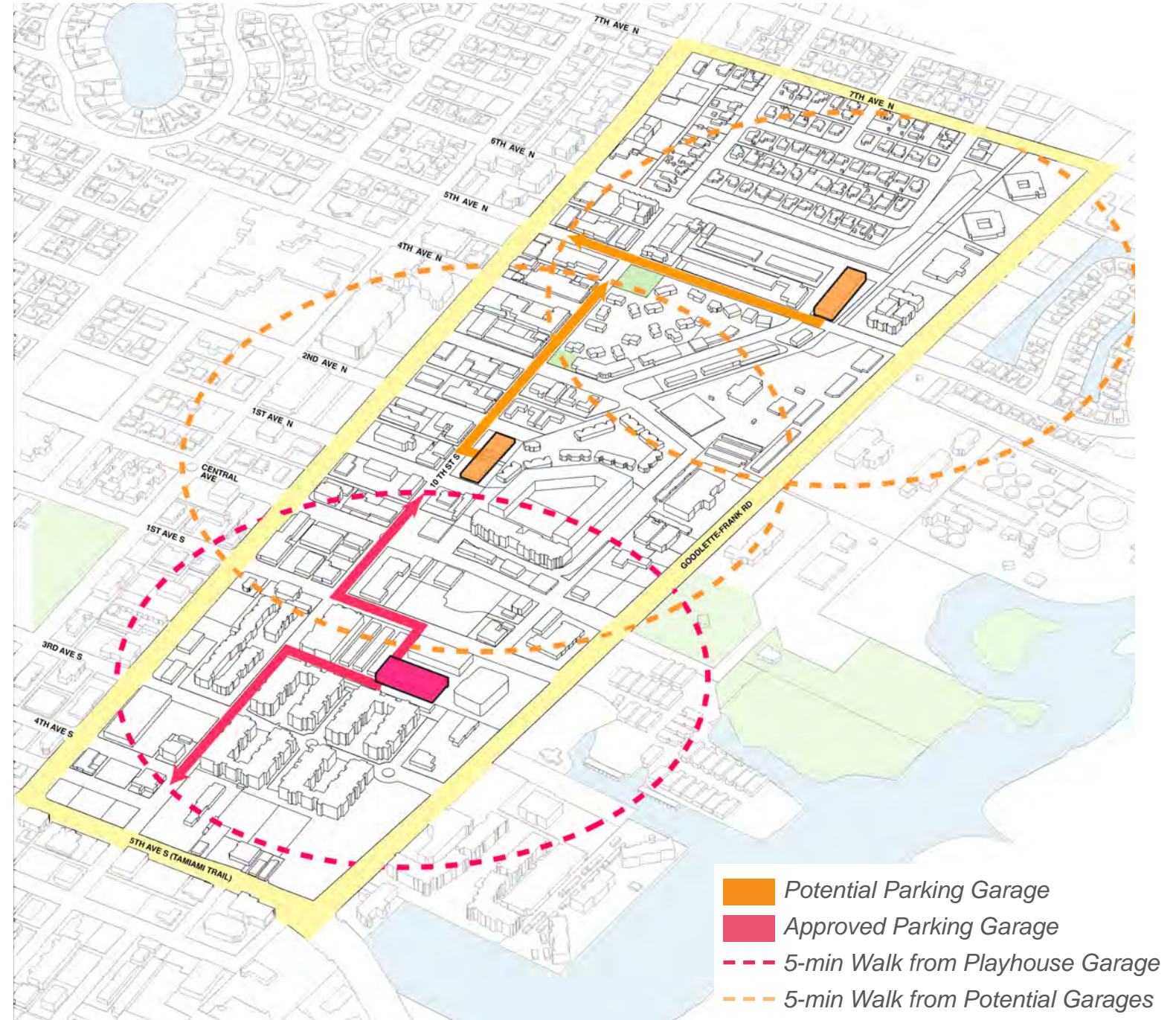
There are several signalized intersections along the periphery of the project area along US 41 and Goodlette-Frank Rd. that access commercial and civic destinations to the South, East, and West. Making these pedestrian crossings feel safer needs to become a priority.

DISTRICT DIAGNOSTICS

NEIGHBORHOOD STRUCTURE

The 41-10 study area is roughly 1 mile in length by 1/4 mile in width and covers nearly 200 acres. A key dimension in smart growth planning is the 5-minute walk, which is the distance the average person is likely to walk rather than drive. The 41-10 area consists of two 5-minute pedestrian sheds, which indicates it has a very walkable scale.

The diagram on this page demonstrates how walking sheds offer an important metric when locating parking facilities. The currently approved garage next to the new playhouse is well situated to serve the southern end of the District. Illustrated in this report is a proposed location in the north end between 5th Ave. N and 6th Ave. N. A third garage mid-District would ensure that virtually every destination within the 41-10 Area would be walking distance from convenient parking.



5 Minute Walk - Potential and Approved Parking Garages

DISTRICT DIAGNOSTICS

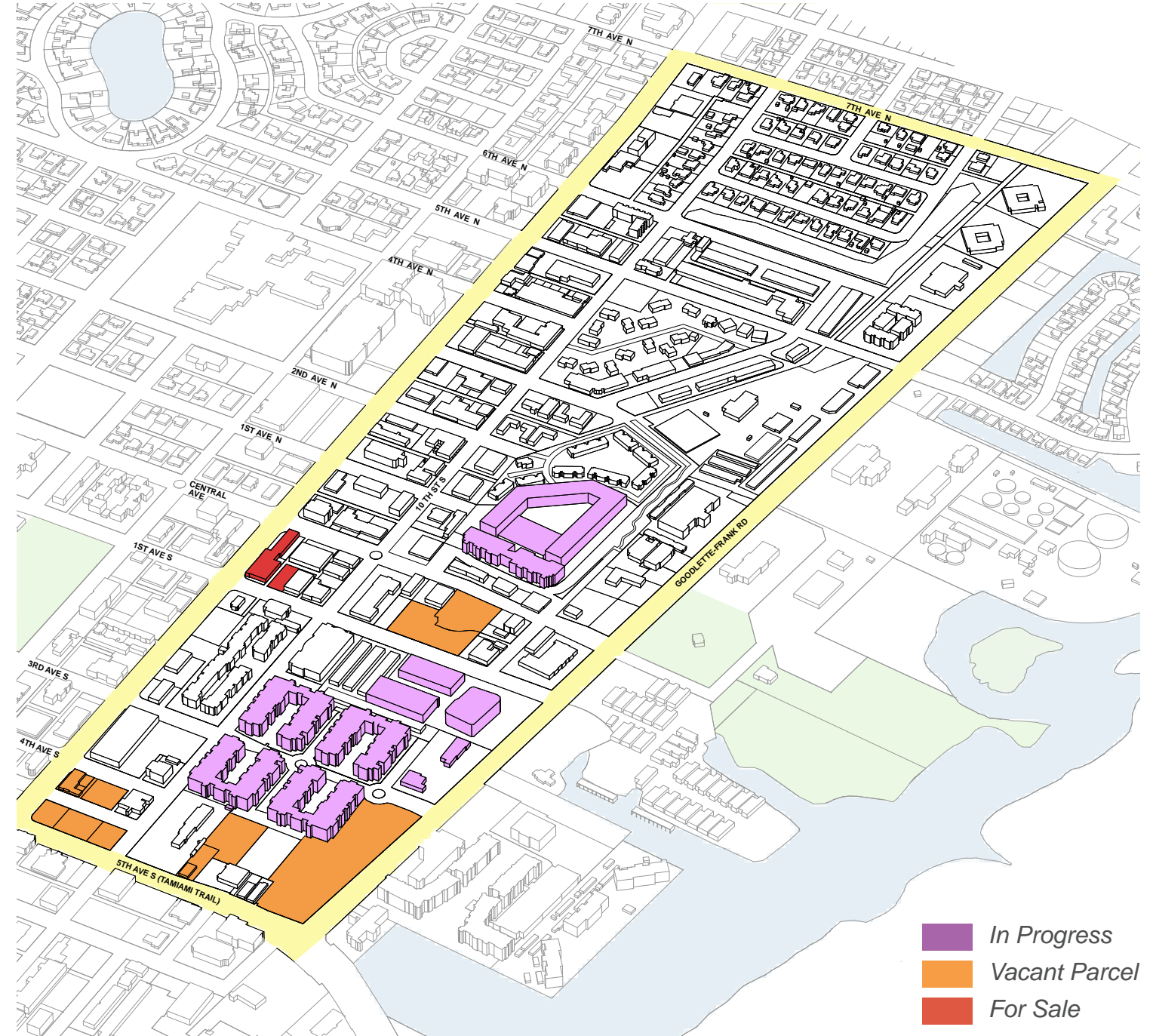
NEIGHBORHOOD STRUCTURE



Water & Green

The diagram on this page illustrates a few District features that are important to note

in a master plan: green and open spaces and vacant or redevelopable parcels.



Potential Redevelopment Areas

The diagram shows that the 41-10 area is almost fully developed with only a few vacant parcels.

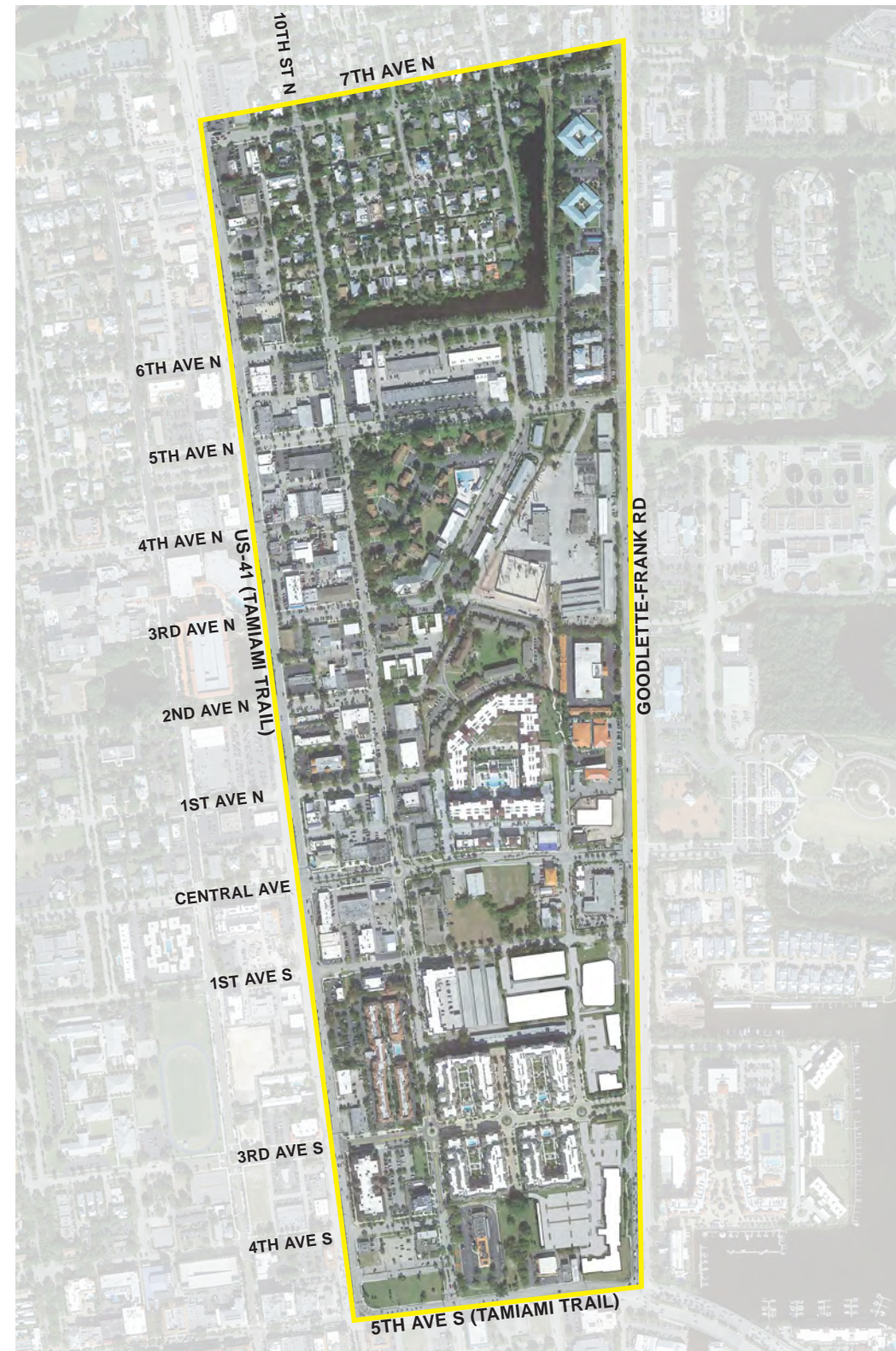
Redevelopment is the more probable way of future growth in the area.

DISTRICT DIAGNOSTICS

SCALE COMPARISONS: 5TH AVENUE SOUTH

Scale comparisons are a useful tool used to demonstrate how the size and urban fabric of well-known existing Districts and neighborhoods compare with the study area in question.

The comparisons in these pages illustrate the significant 208-acre size of the Naples 41-10 area. The portion of 10th Street South within the 41-10 matches that of 5th Avenue South's entire length from Goodlette-Frank Rd. to the beach front.



Study Area Site



5th Avenue South Imposed on the Site

DISTRICT DIAGNOSTICS

SCALE COMPARISONS: WEST PALM BEACH



West Palm Beach Downtown Imposed on the Site



City Place, Fountain Plaza



City Place, The Harriet Himmel Theater

Downtown West Palm Beach's renaissance in the 1990s and 2000s centered around the rebirth of Clematis Street and the creation of City Place along Rosemary Avenue.

Key to its success was the importance given to the quality and comfort of the pedestrian experience. Enabling the enjoyment of the public outdoor space with fountains and sidewalk dining successfully coaxed South Floridians out of their air-conditioned malls.

DISTRICT DIAGNOSTICS

SCALE COMPARISONS: MIAMI DESIGN DISTRICT



Miami Design District Imposed on the Site



Design District, Palm Court



District Interventions, Pedestrian Passages

The Miami Design District is an illustration of the power of urban design. The retail project proved that with the right attention to detail, a simple pedestrian passage carved across 4 city blocks could become an international destination.

RETAIL ANALYSIS

RETAIL STUDY – GIBBS PLANNING GROUP

Design District/41-10 Study Area
Retail Market Analysis
Naples, Florida



Prepared For:
City of Naples Community Redevelopment Agency

Prepared By:
Gibbs Planning Group

04 October 2021

The District can support up to an additional **185,000 sf** of retail and restaurant space, ranging from small local businesses to larger shopping District tenants.

Potential Revenue = \$95.4 million New Annual Sales by 2026.

Demand will be absorbed by existing businesses and/or with the opening of new stores and restaurants.

New development could include 15 to 20 new retail stores (145,000 sf) and 10 to 20 new restaurants (40,000 sf).

LEADING CATEGORIES:

- **Grocery**
- **General merchandise**
- **Limited-service eateries**
- **Department store merchandise**
- **Full-service restaurants**

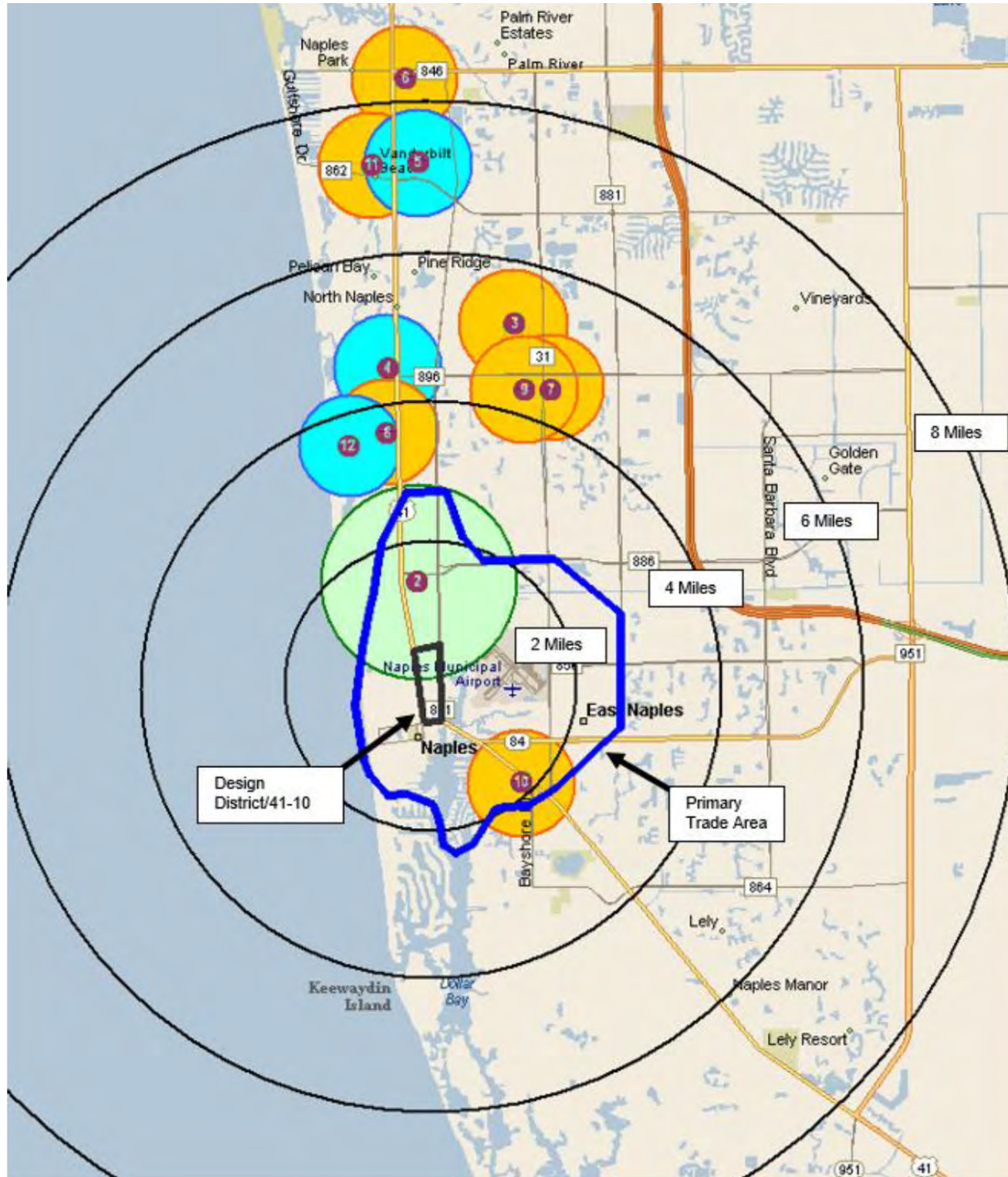
SUMMARY:

The Gibbs Planning Group retail market analysis for the District focused on the key indicators likely to predict the demand that new or expanded businesses in the District could meet. The Big Takeaway is that the District

can support up to an additional 185,000 sf of retail and restaurant space, ranging from small local businesses such as a specialty grocery to limited service and full-service restaurants, and even larger retail tenants.

RETAIL ANALYSIS

MAJOR SURROUNDING AREA SHOPPING CENTERS & DISTRICTS – GIBBS PLANNING GROUP



Surrounding Shopping Center Map



Mercato is home to the only Nordstrom Rack and one of two Whole Foods locations in Southwest Florida.



The picturesque Waterside Shops is set amid a lush landscape of tropical plants, flowering shrubs, and dramatic water features.



Nestled above the picturesque Venetian Bay, The Village Shops on Venetian Bay has been celebrated for its award-winning design



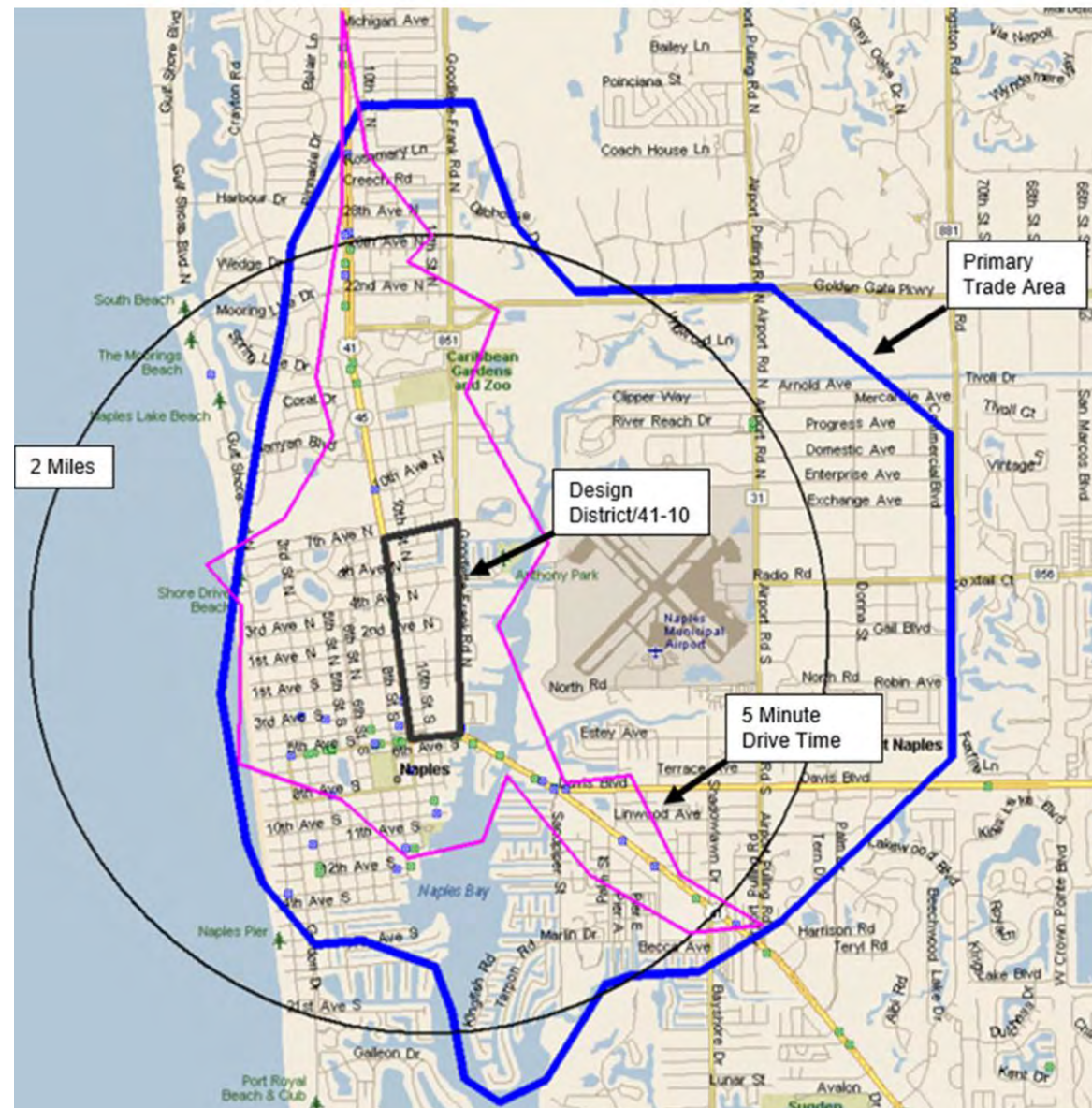
RETAIL ANALYSIS

PRIMARY & TOTAL TRADE AREAS – GIBBS PLANNING GROUP

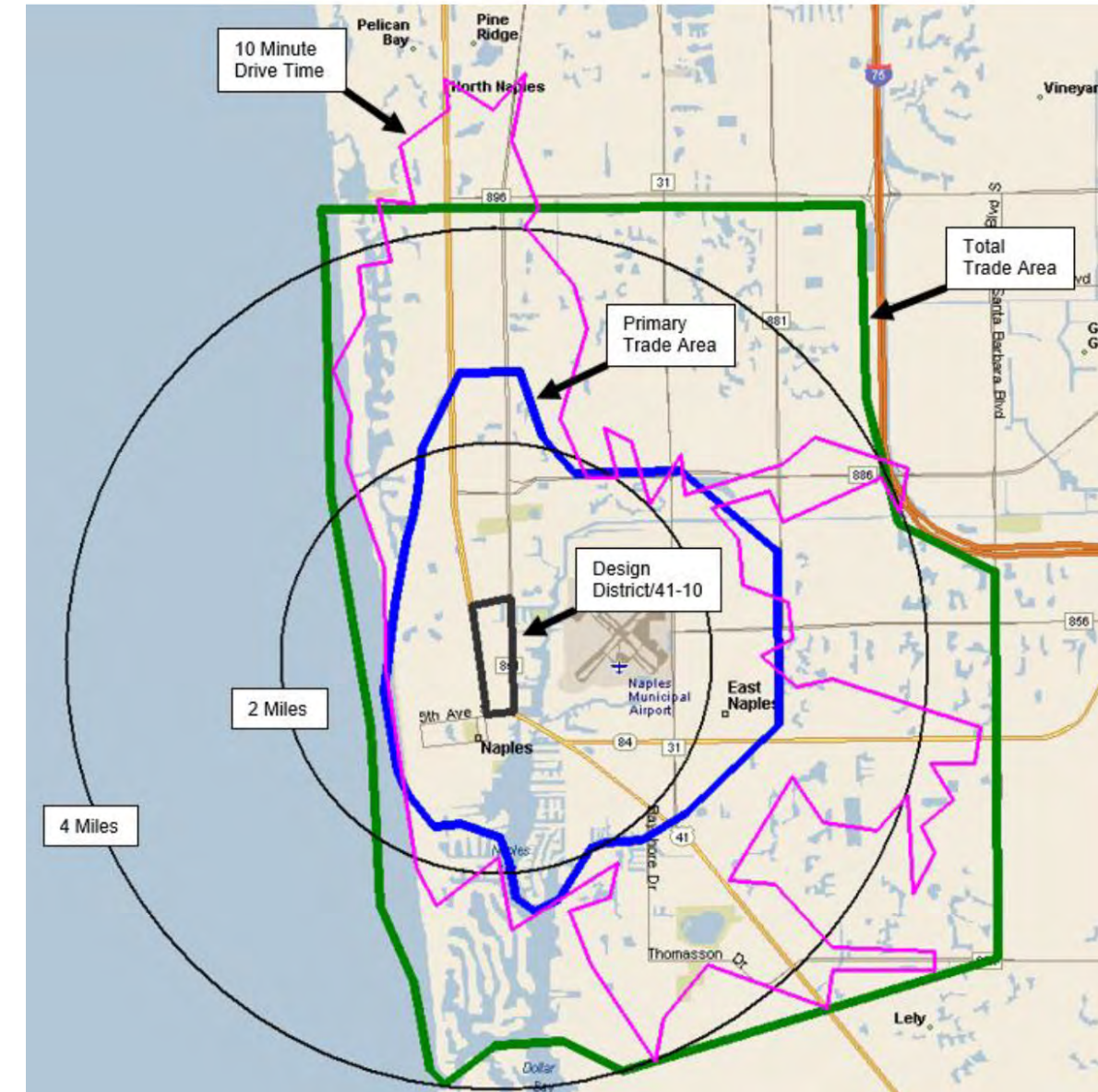
Based on GPG's analysis of the region's commercial centers, population clusters, employment, visitors, highway access and the retail gravitation in the market, this study estimates that the

Design District/41-10 study area has two trade areas, a primary and a total. Using data from ESRI (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the most recent

population and demographic characteristics (2021), and those projected for 2026 for the defined trade areas, City of Naples, Collier County and State of Florida.



The estimated primary trade area is shown above inside the blue line and the 5-minute drive time from the center of the study area inside the pink line.



The estimated total trade area shown above in green, primary trade area in blue and the 10-minute drive time from the center of study area in pink.

RETAIL ANALYSIS

SUPPORTABLE RETAIL TABLE – GIBBS PLANNING GROUP

Retail Category	Total Demand	Est. Supportable SF	2021 Sales/SF	2021 Est. Retail Sales	2026 Sales/SF	2026 Est. Retail Sales
Retailers						
Apparel Stores	\$127,126,624	15,700 sf	\$580	\$9,106,000	\$610	\$9,577,000
Women's Apparel	\$69,919,643	8,100 sf	\$585	\$4,738,500	\$615	\$4,981,500
Men's Apparel	\$57,206,981	7,600 sf	\$575	\$4,370,000	\$605	\$4,598,000
Beer, Wine & Liquor Stores	\$11,918,295	1,600 sf	\$525	\$840,000	\$550	\$880,000
Book Stores	\$22,657,873	2,900 sf	\$390	\$1,131,000	\$410	\$1,189,000
Department Store Merchandise	\$133,013,186	14,900 sf	\$450	\$6,705,000	\$475	\$7,077,500
Electronics & Appliance Stores	\$33,253,304	3,200 sf	\$640	\$2,048,000	\$670	\$2,144,000
Florists	\$5,387,935	1,200 sf	\$425	\$510,000	\$445	\$534,000
Furniture Stores	\$67,135,197	10,400 sf	\$475	\$4,940,000	\$500	\$5,200,000
General Merchandise Stores	\$82,139,493	17,000 sf	\$390	\$6,630,000	\$410	\$6,970,000
Grocery Stores	\$159,255,244	26,800 sf	\$570	\$15,276,000	\$600	\$16,080,000
Home Furnishings Stores	\$56,937,217	6,400 sf	\$580	\$3,712,000	\$610	\$3,904,000
Garden Stores	\$7,061,127	1,300 sf	\$355	\$461,500	\$375	\$487,500
Jewelry Stores	\$25,935,045	2,400 sf	\$510	\$1,224,000	\$510	\$1,224,000
Miscellaneous Store Retailers	\$73,660,207	14,100 sf	\$380	\$5,358,000	\$400	\$5,640,000
Gift Stores	\$22,176,384	4,000 sf	\$470	\$1,880,000	\$495	\$1,980,000
Pharmacy	\$83,346,211	8,400 sf	\$435	\$3,654,000	\$455	\$3,822,000
Shoe Stores	\$17,911,337	2,200 sf	\$590	\$1,298,000	\$620	\$1,364,000
Food: cheese, meats & produce	\$23,246,397	3,700 sf	\$375	\$1,387,500	\$395	\$1,461,500
Sporting Goods	\$49,612,790	7,900 sf	\$380	\$3,002,000	\$400	\$3,160,000
Retailer Totals	\$1,001,773,866	144,100 sf	\$473	\$69,163,000	\$496	\$72,694,500
Restaurants						
Full-Service Restaurants	\$155,492,728	14,700 sf	\$580	\$8,526,000	\$610	\$8,967,000
Limited-Service Eating Places	\$165,484,694	17,000 sf	\$485	\$8,245,000	\$510	\$8,670,000
Bakery, coffee, ice cream, etc.	\$65,368,063	10,700 sf	\$450	\$4,815,000	\$475	\$5,082,500
Restaurant Totals	\$386,345,485	42,400 sf	\$505	\$21,586,000	\$532	\$22,719,500
Retailer & Restaurant Totals	\$1,388,119,351	186,500 sf	\$487	\$90,749,000	\$511	\$95,414,000

Retailer Totals	\$1,001,773,866
------------------------	------------------------

Restaurant Totals	\$386,345,485	42,400 sf
Retailer & Restaurant Totals	\$1,388,119,351	186,500 sf

Estimated additional retail and restaurant 2021-2026 demand for the Design District/41-10 study area. Note: Sales stated in constant 2021 dollars.

**SPEAK
UP
NAPLES**

The logo consists of the text 'SPEAK UP NAPLES' in a bold, sans-serif font. 'SPEAK' and 'UP' are in orange, while 'NAPLES' is in yellow on a dark blue rectangular background. To the right of the text is a stylized graphic of a building with a grid pattern, colored in shades of green and yellow.

ENVISION THE DISTRICT

LEVERAGE THE ASSETS.....	39
ENABLE PROSPERITY.....	72
CONNECT THE DISTRICT.....	92

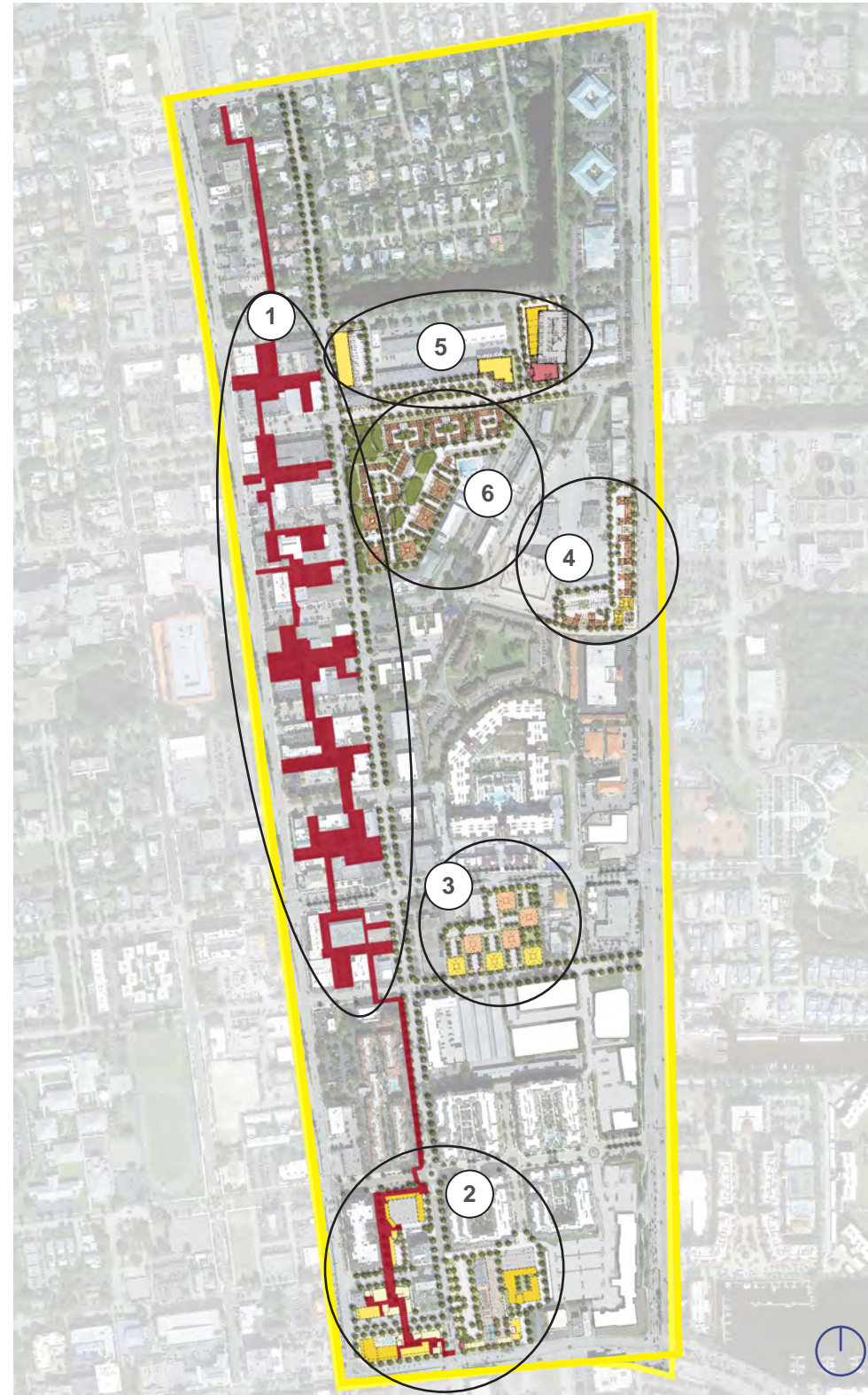


ENVISION THE DISTRICT

DISTRICT FOCUS AREAS



Current aerial image of Study Area



Proposed Focus Areas

The master planning process has generated great interest and many contributions from those who have participated. Based on the original project scope, comments from SpeakUpNaples.com, and the recurring themes discussed with the public and with CRA members during the charrette, several design concepts were developed to address concerns and inspire solutions. The ideas are organized into the three categories of actions below:

LEVERAGE THE ASSETS:

Utilize and amplify the existing infrastructure that currently defines the 41-10 Area's success.

ENABLE PROSPERITY

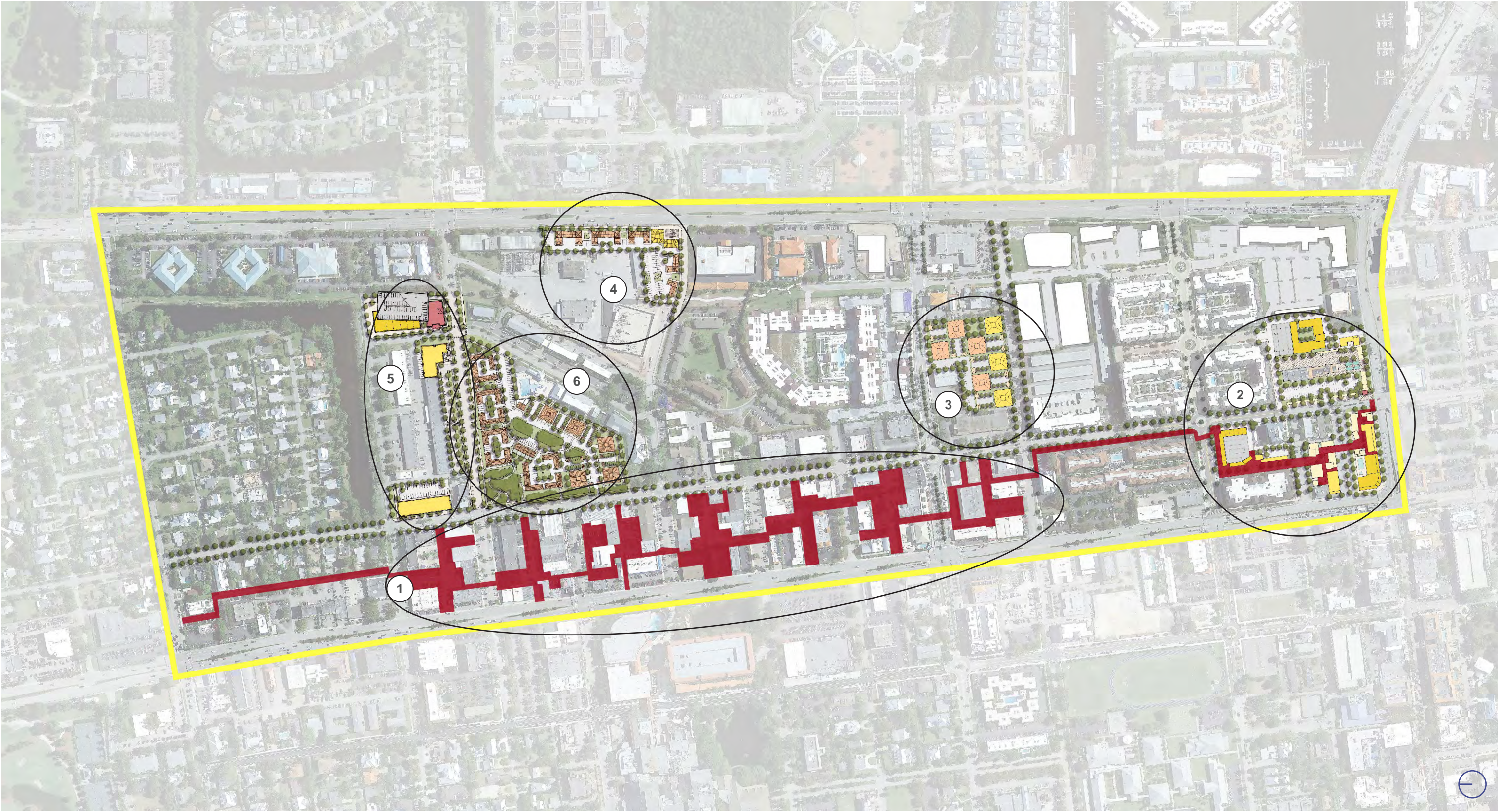
Channel and shape investment that preserves the neighborhood scale and resident diversity of the 41-10 Area.

CONNECT THE DISTRICT

Reinforce and refine the 41-10 Area's Street and utility networks within the neighborhood while also improving access to destinations beyond.

ENVISION THE DISTRICT

DISTRICT FOCUS AREAS



ENVISION THE DISTRICT

FOCUS AREAS CATALYTIC PROJECTS



**1. DESIGN WALK:
ALLEY INTERVENTIONS**



**2. FOUR CORNERS PROPERTIES
& DEPOT MUSEUM**



3. INFILL DEVELOPMENT



4. WORKFORCE HOUSING



**5. COMMERCIAL
REDEVELOPMENT OPTIONS**



**6. GEORGE WASHINGTON
CARVER OPTIONS**

LEVERAGE THE ASSETS

Utilize and amplify the existing infrastructure that currently defines the Naples Design District's success

- Enhance the walkable urban fabric and emerging eclectic qualities within the Design District, and along the commercial edges of US-1 and Goodlette-Frank Road.
- Employ the unique alleyway system and its evolution as a picturesque and active promenade that advances the art, design, and dining scenes already in progress.
- Optimize the impact of new civic infrastructure projects such as the Performing Arts Center and the new parking garage.



System of Alleyways



Design Walk - Envisioned



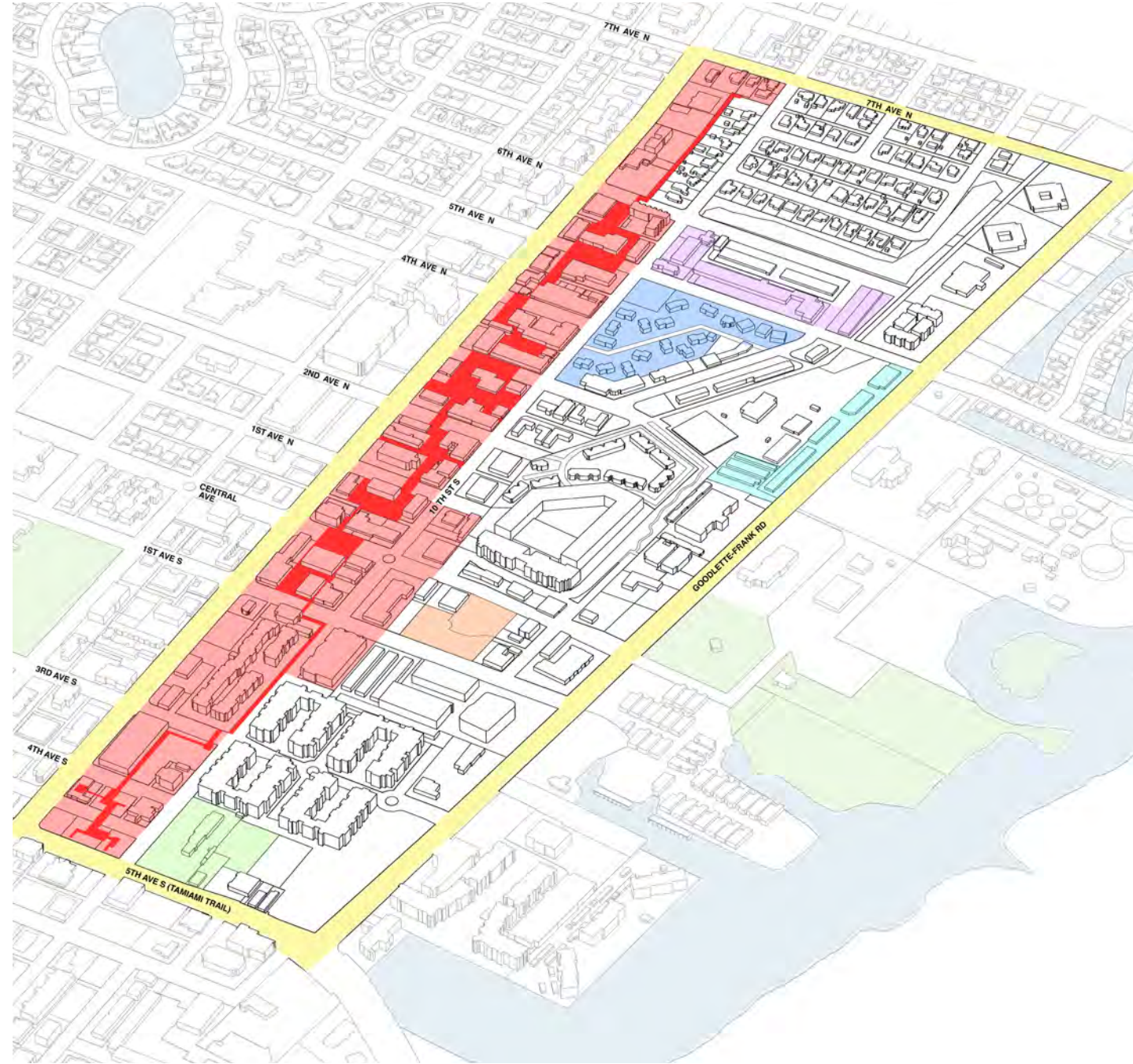
Gulfshore Playhouse

LEVERAGE THE ASSETS

THE DESIGN DISTRICT COMMERCIAL CORE

The Design District is the downtown commercial quarter primarily bounded by 10th Street, US 41, 7th Avenue North, and 5th Avenue South. The western end of the Design District consists of a vibrant and eclectic collection of businesses. Its concentration of art and design shops explains the District's name. Several unique assets valuable to any successful urban shopping destination are here combined with an urban structure that inspired the principal intervention proposed at the Design Walk charrette:

- A grid of small blocks makes for a well-connected, walkable environment.
- Broad east-west avenues make convenient head-in parking possible.
- Wide east-west sidewalks lend themselves to outdoor seating and landscaping.
- A system of alleyways, uncommon in Florida, have already inspired restaurants to carve out outdoor dining courts in parking lots.
- A community of 97 businesses: 35 art, design, and décor shops, along with a varied assortment of apparel boutiques, auto shops, a medical office, and other local services help make 24 eateries viable.
- Recently completed or planned investments will bring new customers within walking distance: The Collective Naples (an art and design center), the new Gulfshore Playhouse, the adjacent municipal parking garage, and 2 large upscale condominium communities.



Focus Areas



Head-in parking along the Collision Center.



Alley Activation with outdoor dining at Grappino Restaurant and La Colmar Bakery.



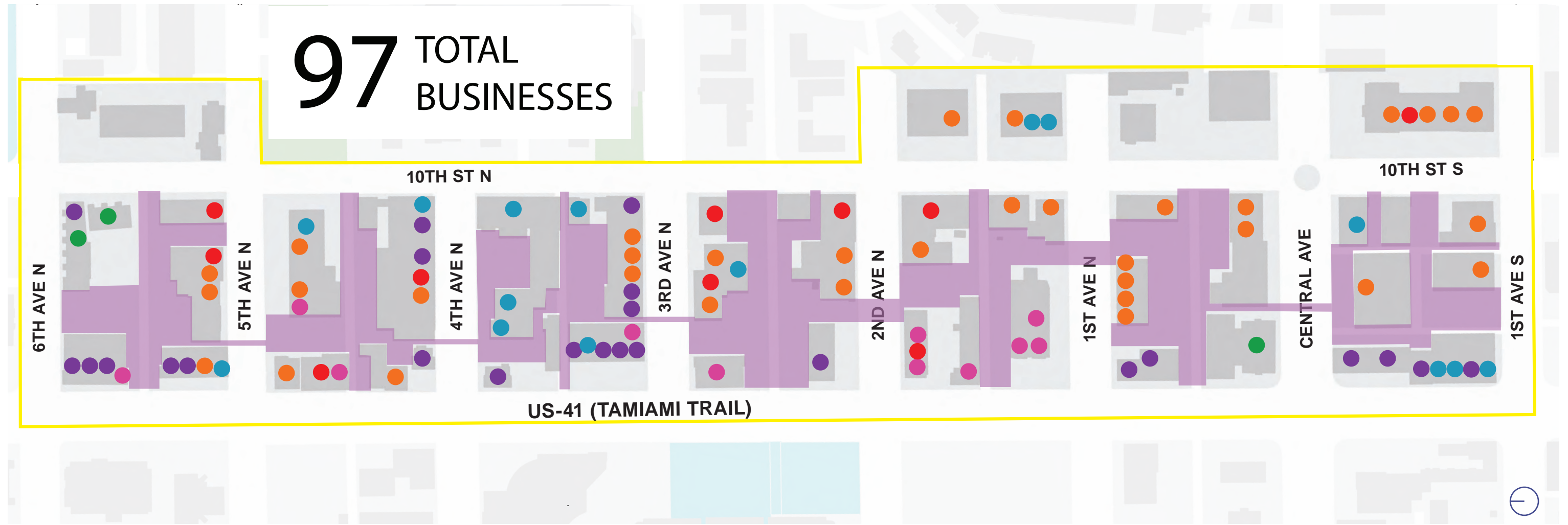
Bodega Ole sidewalk cafe on 4th Ave. N.



Head-in parking along 4th Ave. N.

LEVERAGE THE ASSETS

DESIGN DISTRICT BUSINESS INVENTORY



35 ART, DESIGN & DECOR

- 5 ART
- 13 DESIGN
- 17 DECOR

24 FOOD SERVICE

- 23 LOCAL RESTAURANTS
- 1 CHAIN CAFE

15 LOCAL SERVICES

- 6 AUTO
- 4 BEAUTY
- 1 DELIVERY
- 3 APPAREL
- 1 GOODS

11 PROFESSIONAL OFFICES

- 8 MEDICAL
- 2 MEDICAL (ANIMALS)
- 1 LAW

10 APPAREL

- 5 CLOTHES
- 2 SPORTS
- 1 APPLIANCES
- 1 FABRICS
- 1 GOODS

2 LODGING

- 1 REHAB CENTER
- 1 HOTEL

LEVERAGE THE ASSETS

ALLEY ACTIVATION CONCEPT – THE DESIGN WALK

The creation of outdoor dining courts in the mid-block parking lots of several District restaurants is evidence of an organically evolving form of “alley activation”. This master plan proposes formalizing this practice to complement the business activity of the District and to further refine the character of the 41-10 as a unique urban experience.

As presented in the following pages, the proposed Design Walk would encourage viewing the alley rights-of-way and pockets of unbuilt land and existing setbacks as an opportunity to establish an alternate pedestrian network for customers and visitors to the 41-10 Area. Given the art and design theme of so many proprietors in the District, the Design Walk should be seen as a projection of that creative spirit onto the surfaces that define the 41-10’s public realm.

At its core, the Design Walk would be a sequence of outdoor dining and entertainment venues, a celebration of art, design, and the industrial history of the District. With a modern and eclectic aesthetic, taking shape in a variety of forms within each block, it would begin where businesses and neighborhood property owners embrace the concept. Initially, it might just be a series of isolated moments, but in its final form – as envisioned in this report – it should become a continuous necklace of conceptually expressive spaces from 7th Ave North to 5th Ave South.

The Design Walk drawings illustrate the variety and lively character of the pedestrian-friendly courts and passages. It is anticipated that this zone within the District will be attractive to both the younger generation and the young-at-heart who will be drawn to this location for leisure, entertainment, and work – and possibly live as well.

Working in concert with the aesthetic and themes of existing businesses, the walkways could be animated with dining terraces and entertainment stages. Restaurants already featuring sidewalk dining could augment their presence with outdoor tables along the Design Walk. It is also important that the Design Walk remain connected and supportive of those businesses whose sole entrances would be along the avenues.

Nurturing the synergies between art, entertainment, recreation, retail and dining will require careful management, programming, and coordination. It is clear that a dedicated entity will need to be in charge of the ongoing operation of the Design Walk and other special events in the District. Perhaps the CRA, an arm of the Naples Design District Association, or a special BID could manage its evolution.



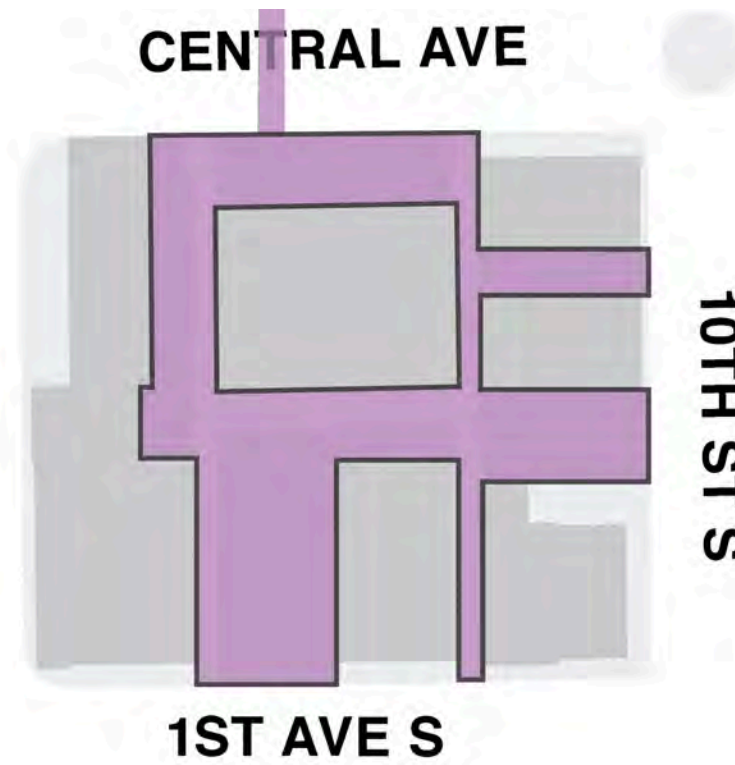
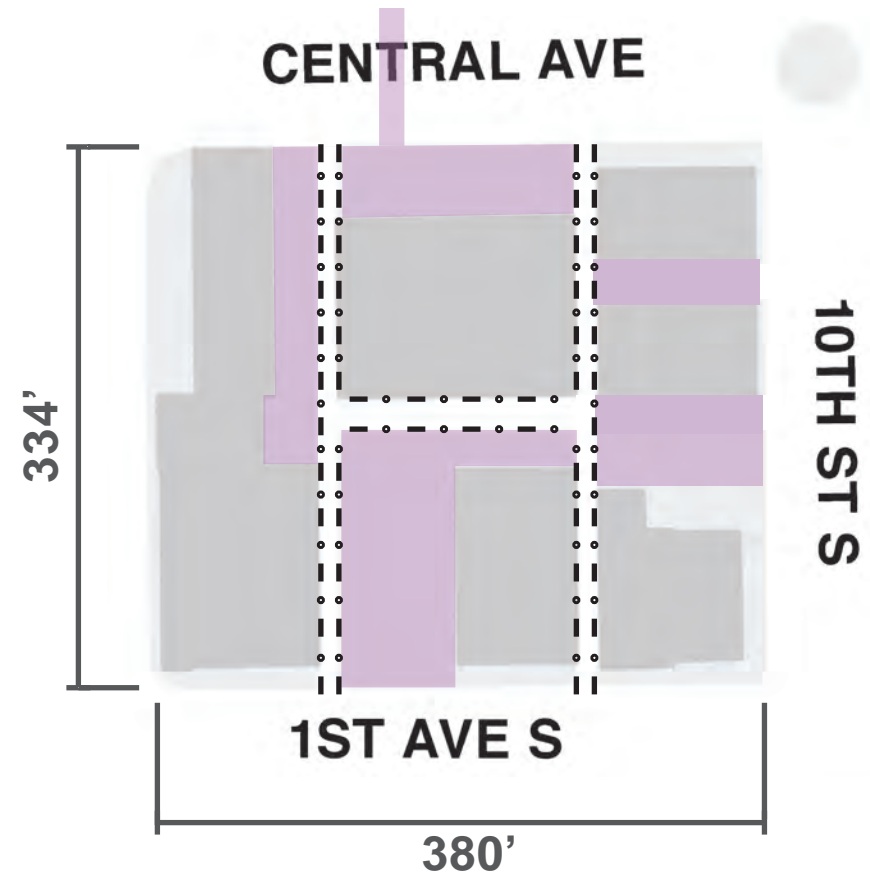
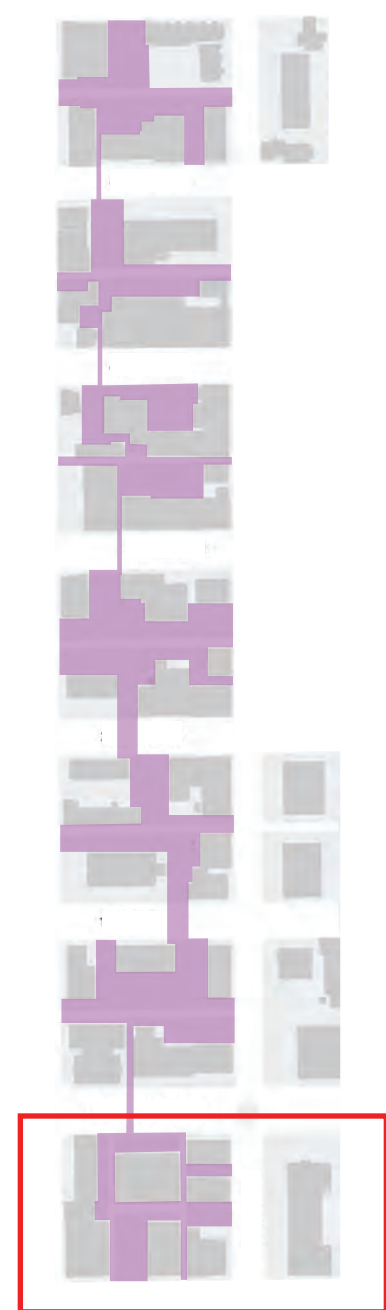
Alley Activation with outdoor dining at Grappino Restaurant and La Colmar Bakery.



Alley Activation with outdoor dining at the Lake Park Diner.

LEVERAGE THE ASSETS

ALLEY ACTIVATION CONCEPT – THE DESIGN WALK



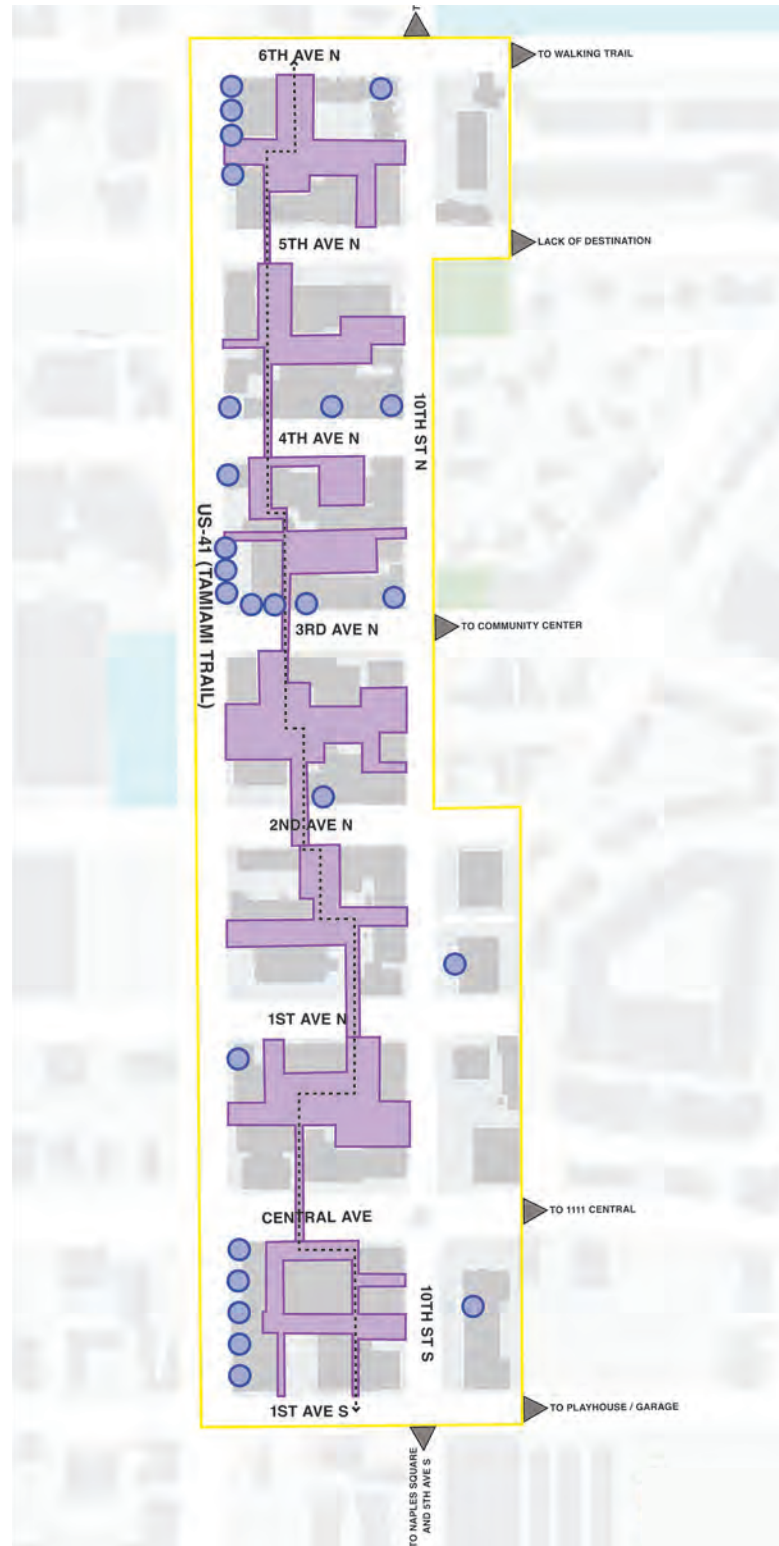
KEY FEATURES OF DESIGN WALK

- Uses the open space of existing alley rights-of-way and select undeveloped parcels.
- Celebrates art, design, and the industrial history of the neighborhood.
- Decorated with special paving, murals, and landscaping.
- Imagines mid-block dining and entertainment spaces as defined outdoor “rooms” shaped as open plazas, tuckedaway courts, and/or narrow passages.
- Designed to come to life with night time events and special lighting.
- Anticipates a gradual, incremental evolution.
- Accommodates both the preservation of existing structures as well as the redevelopment of new ones.
- Maintains alleys as utility easement service lanes with parking and daily delivery functionality remaining intact, especially during daytime hours.
- Depends on each block’s physical structure and adjacent business needs, but also each property owner’s interests, as their support is key.

- ⋯⋯⋯ Alley ROW
- Alley Edge
- Open Space
- ▼ North-South pedestrian connectivity

LEVERAGE THE ASSETS

DESIGN WALK SYNERGIES – ART, DINING & EVENTS



Design District Existing Restaurants



Art / Outdoor Event Venues

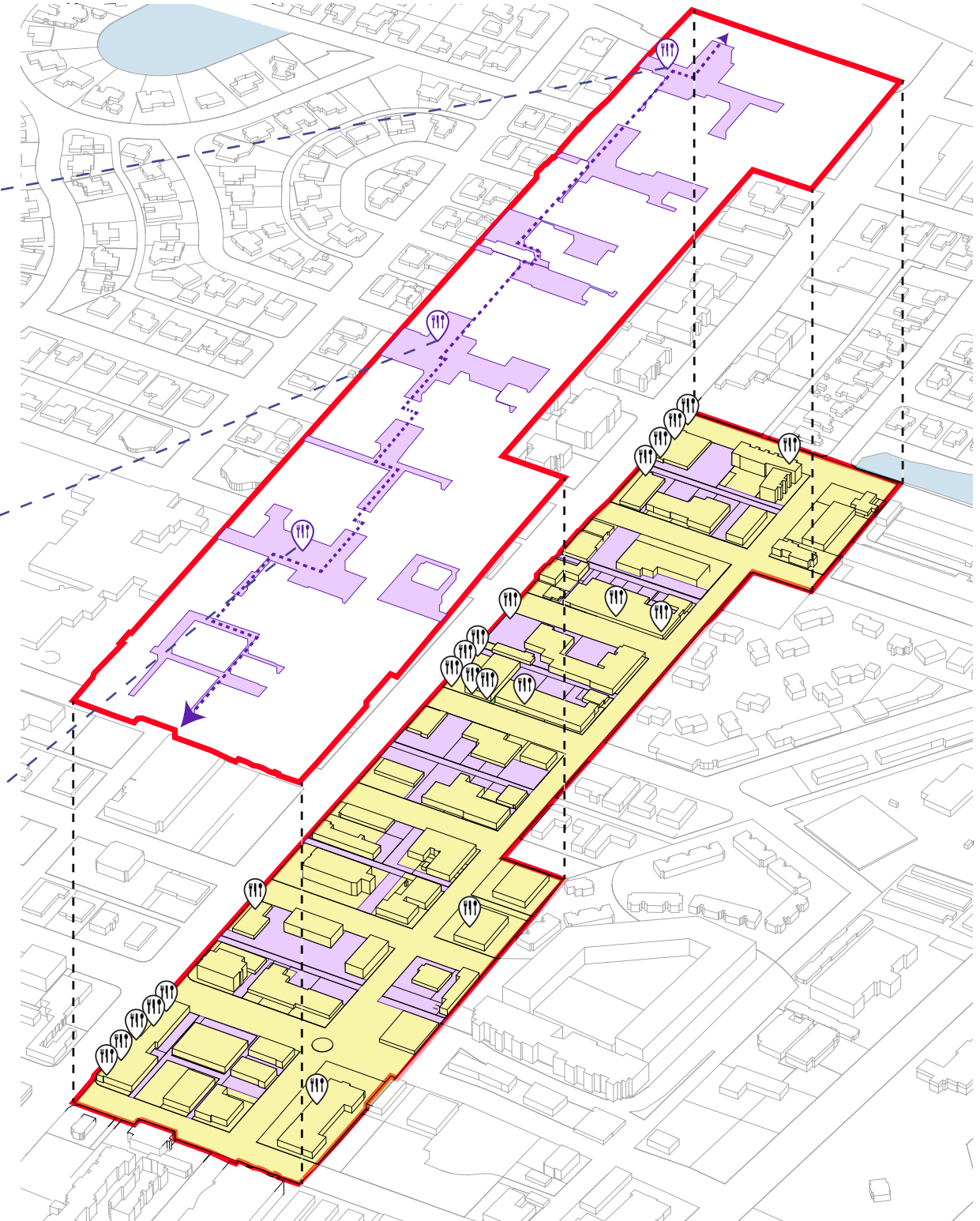


Dining Courts



Gathering Squares

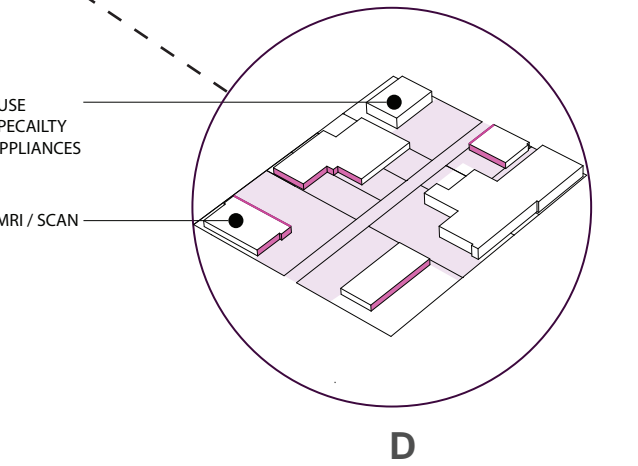
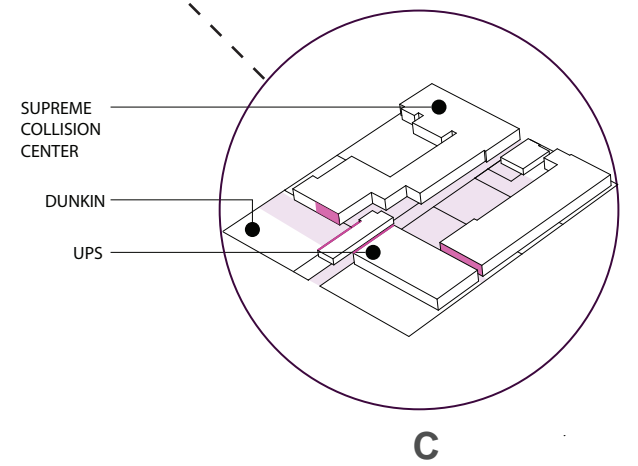
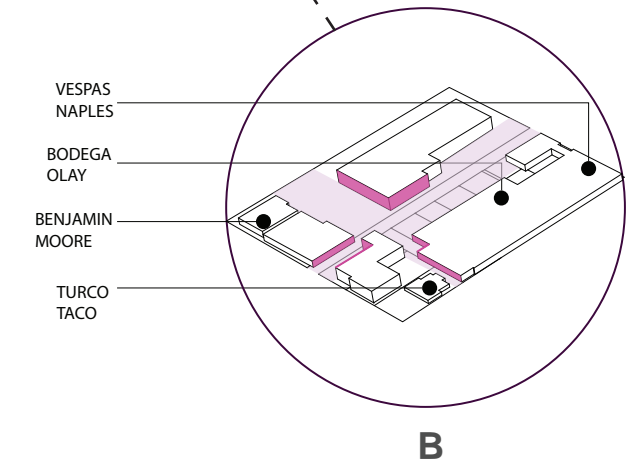
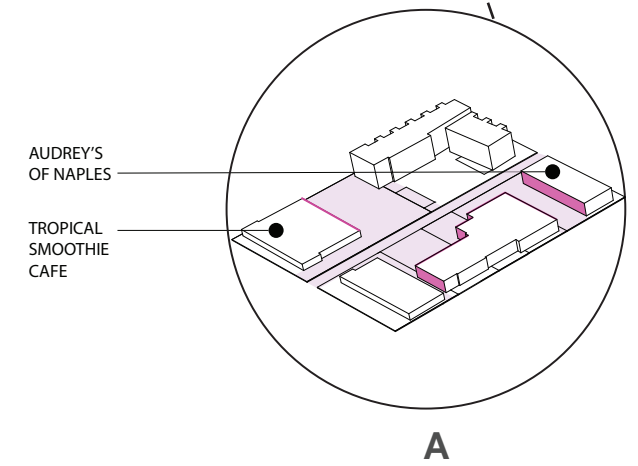
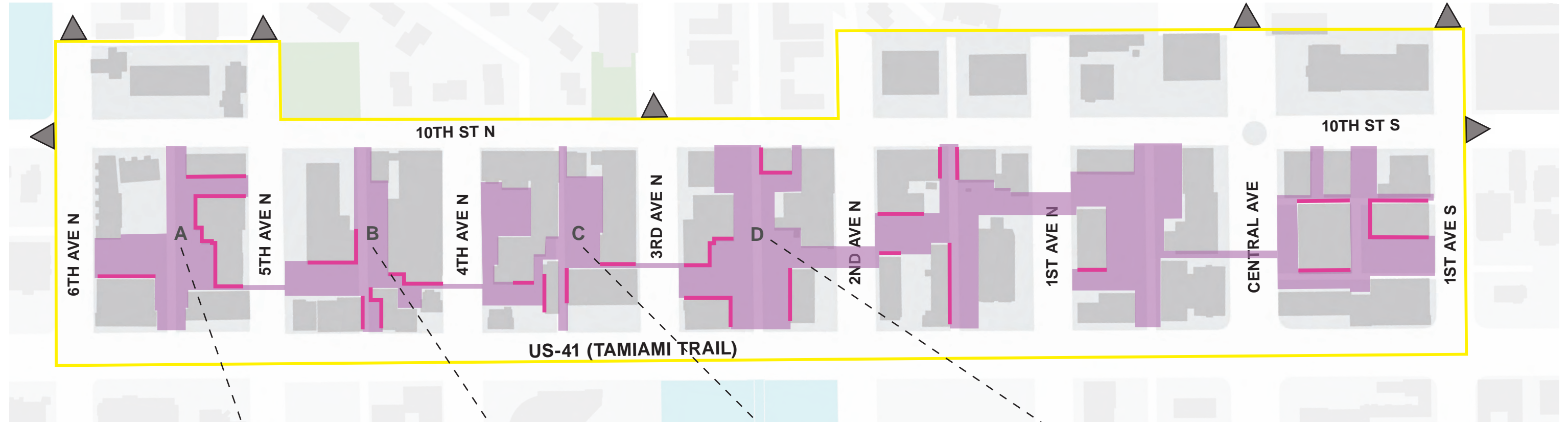
Precedents for Destinations in Alleys



Design District Existing Restaurants and Potential Midblock Activation Nodes

LEVERAGE THE ASSETS

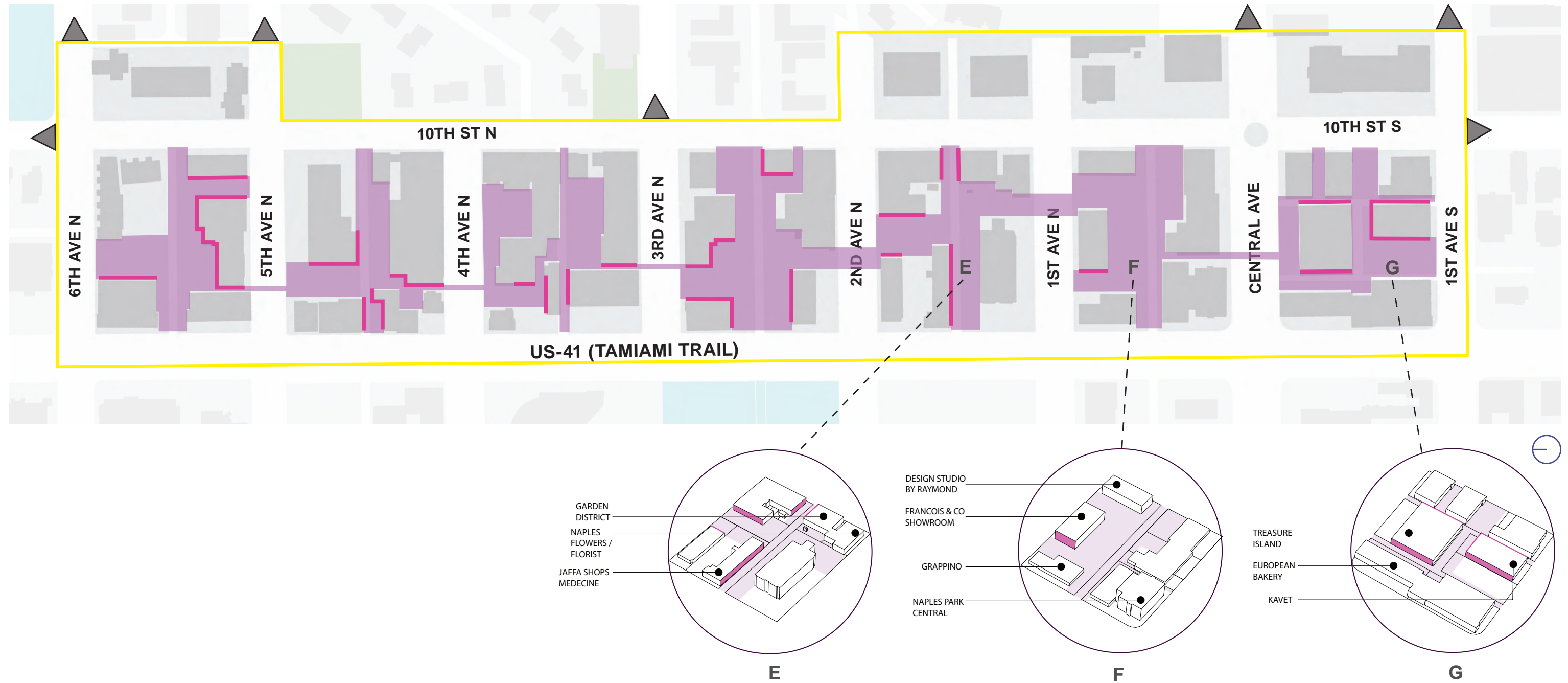
DESIGN WALK: POTENTIAL ART WALLS



Design District Alley Interventions: Potential Art Walls

LEVERAGE THE ASSETS

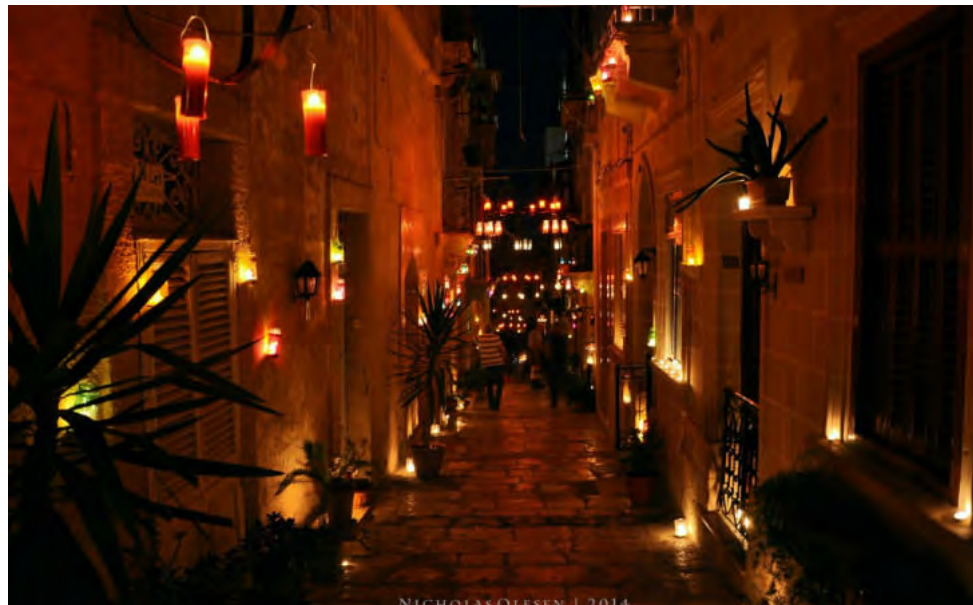
DESIGN WALK: POTENTIAL ART WALLS



Design District Alley Interventions: Potential Art Walls

LEVERAGE THE ASSETS

DESIGN WALK PRECEDENT – ALLEY ACTIVATION WITH ART & LANDSCAPING



Passages & Courts



Digital Art



Greenwalls and Murals

LEVERAGE THE ASSETS

DESIGN WALK PRECEDENT – ALLEY ACTIVATION WITH MURALS & MOSAICS



Coral Gables, FL



St. Petersburg, FL



St. Petersburg, FL



Coral Gables, FL



St. Petersburg, FL



St. Pete Beach, FL

LEVERAGE THE ASSETS

DESIGN WALK PRECEDENT – OUTDOOR DINING & EVENT PROGRAMMING

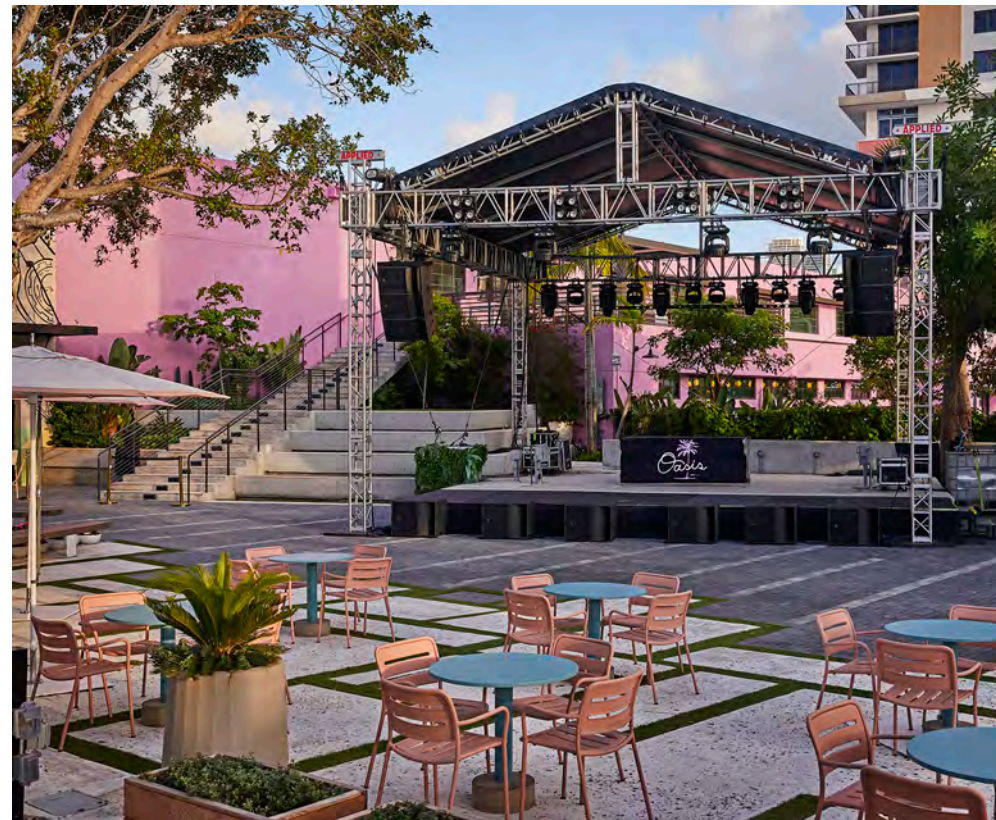
The **Miami Wynwood** neighborhood is an applicable precedent for the District. The now world-renowned art and entertainment hub was once Miami's warehouse district.

Industrial uses and garment outlets adjacent to the FEC railroad lines occupied single story structures in an urban fabric very similar to that of Naples' Design District, where utilitarian buildings and parking lots are interspersed at varying setbacks from the sidewalk.

Much of the Wynwood industrial modern aesthetic – an improvised, edgy, graffiti-in-fused, urban chic – was inspired by the presence of young artists who had been renting inexpensive studio space in the former warehouse buildings.

Once based in a temporary court of shipping containers in Wynwood, the **Doral Yard** is now a brick and mortar eating and entertainment venue in Downtown Doral.

Occupying a portion of the new urban center's main street, the Yard was a catalyst in maintaining the vitality of Doral during the pandemic.



LEVERAGE THE ASSETS

DESIGN WALK PRECEDENT – BIRMINGHAM, MI

An interesting phenomenon was observed in Birmingham, MI during a DPZ charrette to revisit a prior Downtown Master Plan and propose updates. The successful main street retail outlets were proving to be less successful at night because the younger local demographic preferred to eat and drink at eateries and micro-breweries that had started to crop up at a run-down shopping center in the industrial end of the downtown. The area had not yet been redeveloped to match the traditional urbanism of the main street.

The Master Plan update proposed enhancing, but not eliminating, this naturally occurring district with a menu of tactical and less formal interventions featuring a simpler, minimalist aesthetic.

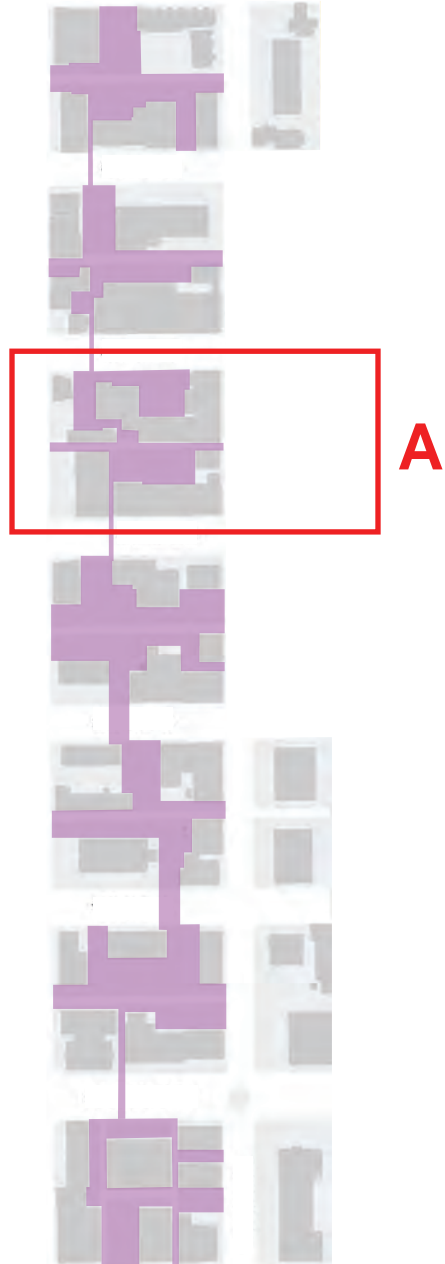


**SPEAK
UP
NAPLES**

The logo consists of the text 'SPEAK UP NAPLES' in a bold, sans-serif font. 'SPEAK' and 'UP' are in orange, while 'NAPLES' is in yellow on a dark blue rectangular background. To the right of the text is a stylized graphic of a building with a grid pattern, colored in shades of green and yellow.

LEVERAGE THE ASSETS

DESIGN WALK: EXISTING CONDITIONS 3RD TO 4TH AVE N - BLOCK A



This aerial view of an existing block in the Design District illustrates the potential that lies in the open space comprising the alleys and the gaps between buildings. It also shows the surface area currently used for parking that could be

dedicated to the Design Walk as other parking options are provided in the 41-10 Area.

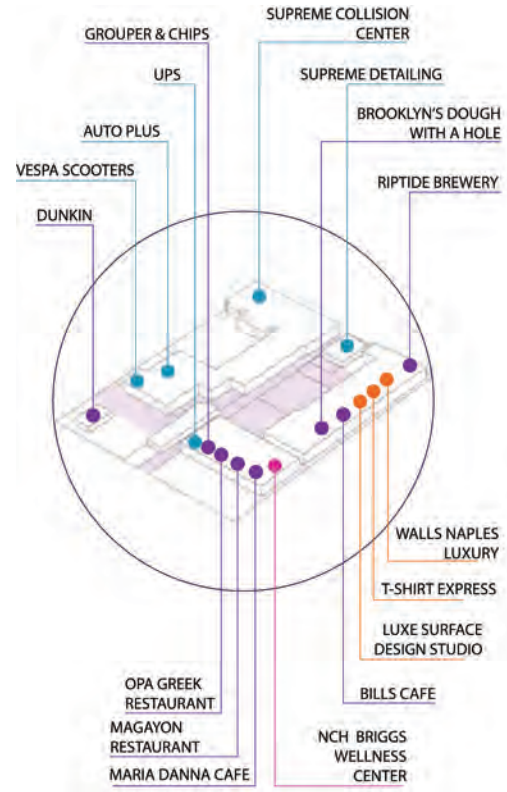
The following illustrations highlight the variety that the pedestrian-friendly Design Walk can offer.

Crafted within blocks that already house many businesses dedicated to art and decor, the Design Walk promenade will celebrate creativity, color, and movement.

It will engage closely with those establishments that serve food. New restaurants will be invited to feature cafe terrace seating to further enhance the mid-block activity. Existing restaurants will have the option to remain focused on their sidewalk tables facing the streets or to expand their footprint with a presence in the Design Walk.

LEVERAGE THE ASSETS

DESIGN WALK: ALLEY ACTIVATION BLOCK A, 3RD TO 4TH AVE N



8 FOOD SERVICE

5 LOCAL SERVICES

0 LODGING

0 APPAREL

3 ART, DESIGN & DECOR

1 PROFESSIONAL OFFICES

The new internal plazas and passages can be implemented incrementally with the gradual installation of special paving, the painting of murals onto blank surfaces, and new landscaping.

In this Design Walk proposal for a portion of the mid-block, a basketball court is accommodated behind the Riptide building. This could also be dedicated to another sport – a sand volleyball court, street hockey, etc.

LEVERAGE THE ASSETS

DESIGN WALK: EXISTING CONDITIONS BLOCK B, 2ND TO 3RD AVE N



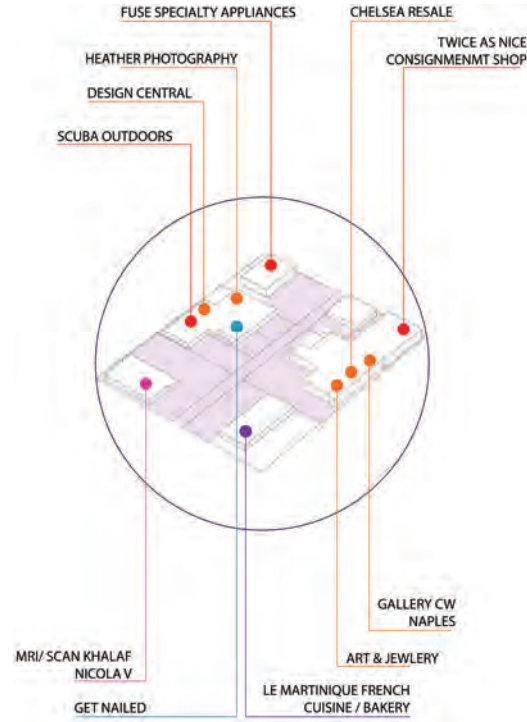
B



This sequence shows the incremental manner in which one mid-block alley might transform.

LEVERAGE THE ASSETS

DESIGN WALK: ALLEY ACTIVATION BLOCK B, 2ND TO 3RD AVE N



0 LODGING

3 APPAREL

1 FOOD SERVICE

1 LOCAL SERVICES

5 ART, DESIGN & DECOR

1 PROFESSIONAL OFFICES

Phase 1: In this image the existing buildings remain in place as a first phase of the Design Walk is inserted.

LEVERAGE THE ASSETS

DESIGN WALK: EXISTING CONDITIONS BLOCK B, 2ND TO 3RD AVE N



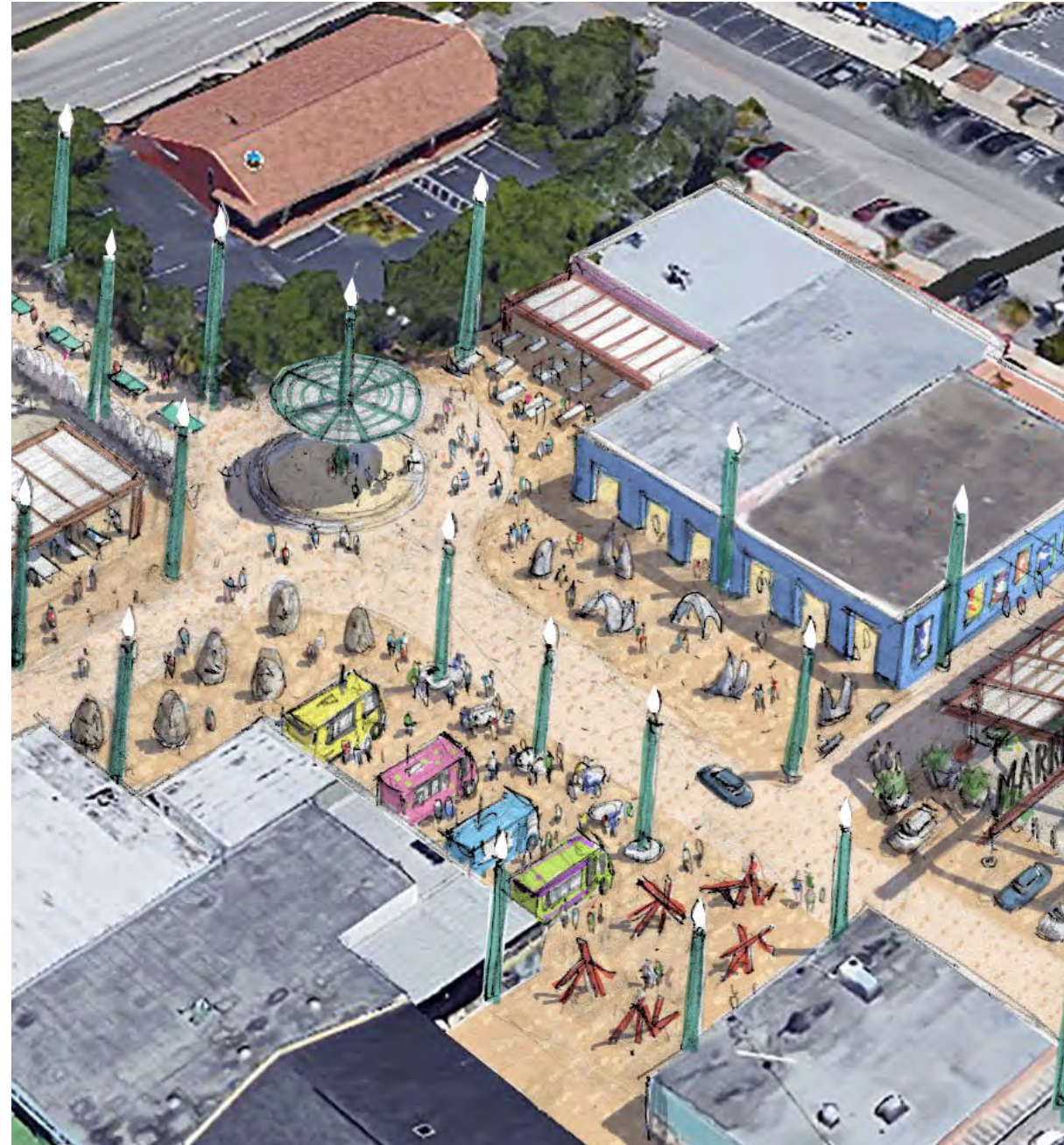
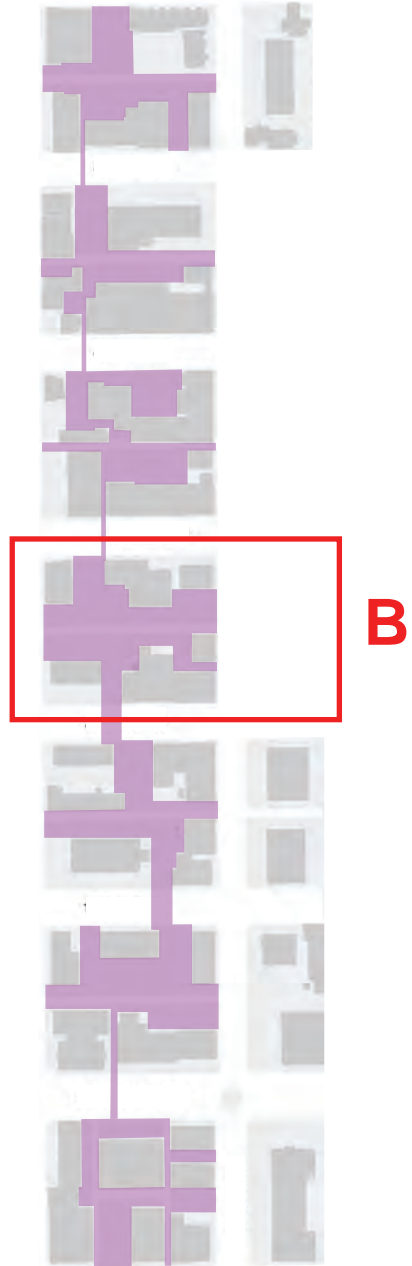
B



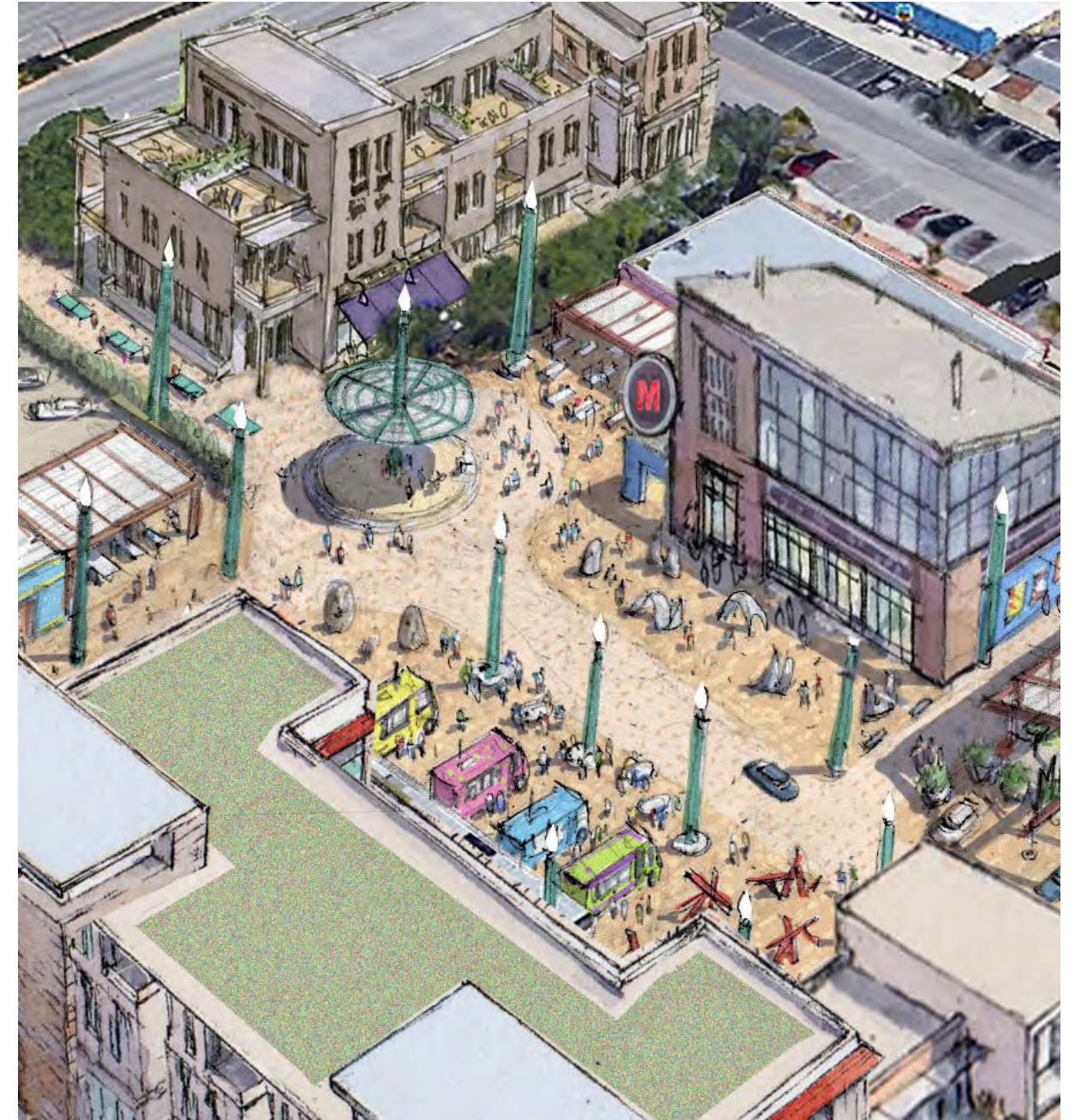
Phase 2: This second image depicts a fully redeveloped block with some parcels retaining their existing, but refurbished structures, while other properties maximize their zoning potential as multi-story, mixed-use buildings. Even as older buildings are redeveloped, the intention will be to preserve and reinforce the newly created spaces.

LEVERAGE THE ASSETS

DESIGN WALK: BLOCK B ACTIVATION, 2ND TO 3RD AVE N



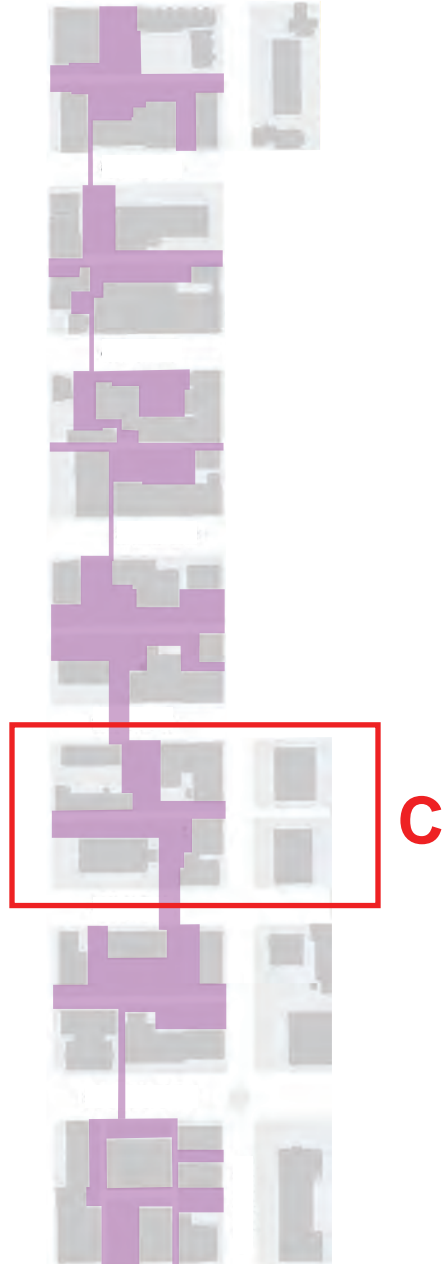
Detail for Block B - Phase 1



Detail for Block B - Phase 2

LEVERAGE THE ASSETS

DESIGN WALK: EXISTING CONDITIONS BLOCK C, 1ST TO 2ND AVE N



This block features a covered passage. Inspired by the curved roofs of the new building across the street and the garden theme of the existing businesses at this location, a

new, undulating trellised structure is punctuated by green wall murals, palm trees, and plantings that cascade down from the roofs.

LEVERAGE THE ASSETS

DESIGN WALK: ALLEY ACTIVATION BLOCK C, 1ST TO 2ND AVE N



0 FOOD SERVICE

0 LOCAL SERVICES

0 LODGING

1 APPAREL

3 ART, DESIGN & DECOR

6 PROFESSIONAL OFFICES

While new paving marks the pedestrian zone, the idea of green roofs is also illustrated as an apt proposal for this block.

LEVERAGE THE ASSETS

DESIGN WALK: EXISTING CONDITIONS BLOCK D, 1ST AVE S TO CENTRAL



The following sequence of images shows a number of options for this one block.

LEVERAGE THE ASSETS

DESIGN WALK: ALLEY ACTIVATION BLOCK D, 1ST AVE S TO CENTRAL



0 LODGING

0 APPAREL

4 FOOD SERVICE

4 LOCAL SERVICES

3 ART, DESIGN & DECOR

0 PROFESSIONAL OFFICES

In this scheme the additions include an activity lawn, a movie/art screen, and a building on piers that rises above the plumbing business's parking lot which allows for parking underneath. Statues relating to the arts, perhaps the muses of Greek mythology, mark the entry, holding up the Design Walk banner – speaking to the need to brand this promenade as a distinctive new place.

The “box” structure in the middle, “the lantern”, allows for traffic circulation to continue if needed. It can also be closed off to allow for concerts, art shows, and other events. Made of a simple steel frame and panels, embellishments can be added and changed to allow for different patterns/murals.

LEVERAGE THE ASSETS

DESIGN WALK: EXISTING CONDITIONS BLOCK D, 1ST AVE S TO CENTRAL



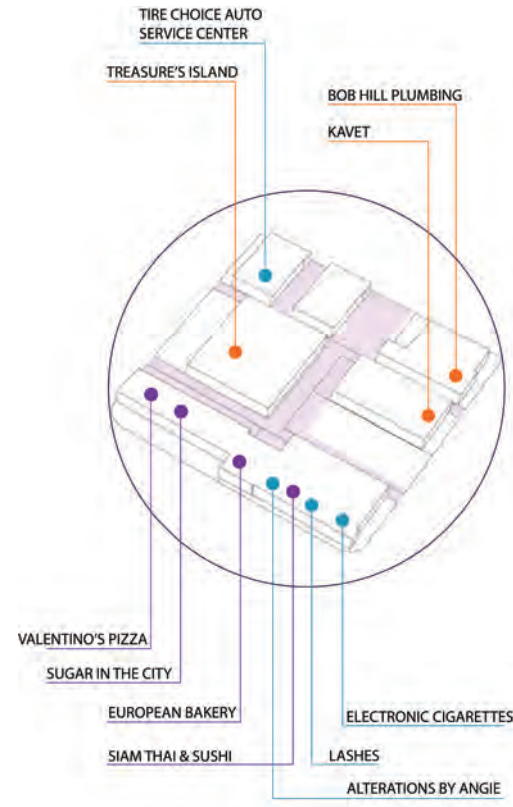
D



The existing conditions for this block taken from another angle.

LEVERAGE THE ASSETS

DESIGN WALK: ALLEY ACTIVATION BLOCK D, 1ST AVE S & TO CENTRAL



0 LODGING

0 APPAREL

4 FOOD SERVICE

4 LOCAL SERVICES

3 ART, DESIGN & DECOR

0 PROFESSIONAL OFFICES

In this option for Block D a more modest mid-block passage replaces “the lantern” concept. The drawing shows an outdoor movie / digital art screen and a green lawn for various community activities.

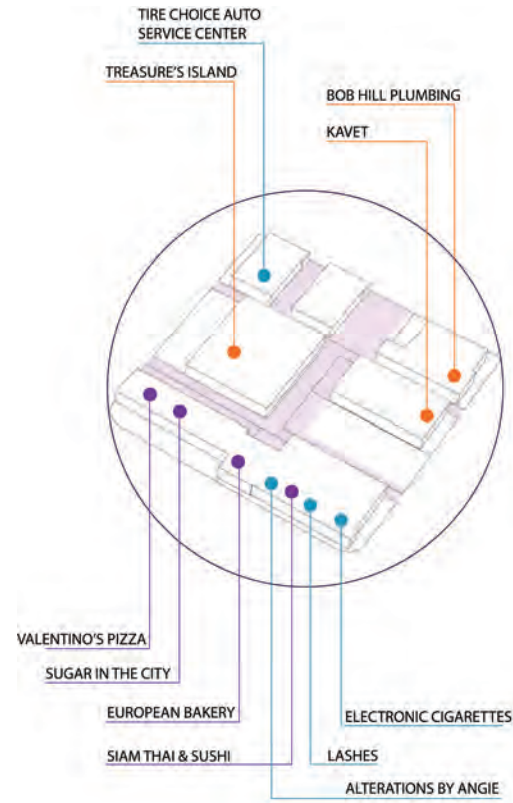
LEVERAGE THE ASSETS

DESIGN WALK: EXISTING CONDITIONS BLOCK D, 1ST AVE S TO CENTRAL



LEVERAGE THE ASSETS

DESIGN WALK: ALLEY ACTIVATION BLOCK D, 1ST AVE S & TO CENTRAL



0 LODGING

0 APPAREL

4 FOOD SERVICE

4 LOCAL SERVICES

3 ART, DESIGN & DECOR

0 PROFESSIONAL OFFICES

In this scheme for Block D a more ambitious redevelopment is envisioned with only a few existing structures maintained and more generous and formal public space.

LEVERAGE THE ASSETS

FOUR CORNERS: DESIGN FOCUS AREA 2 EXISTING CONDITIONS



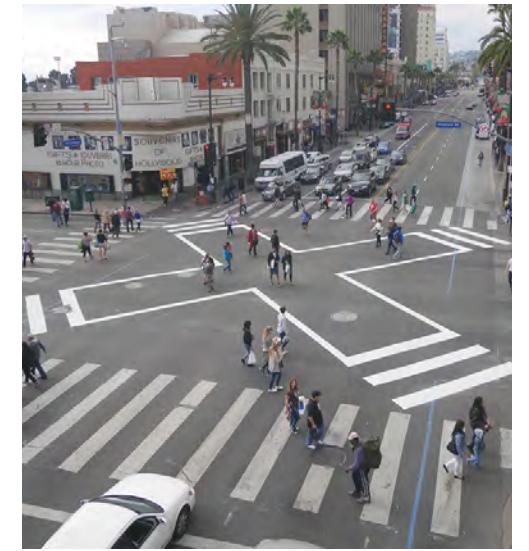
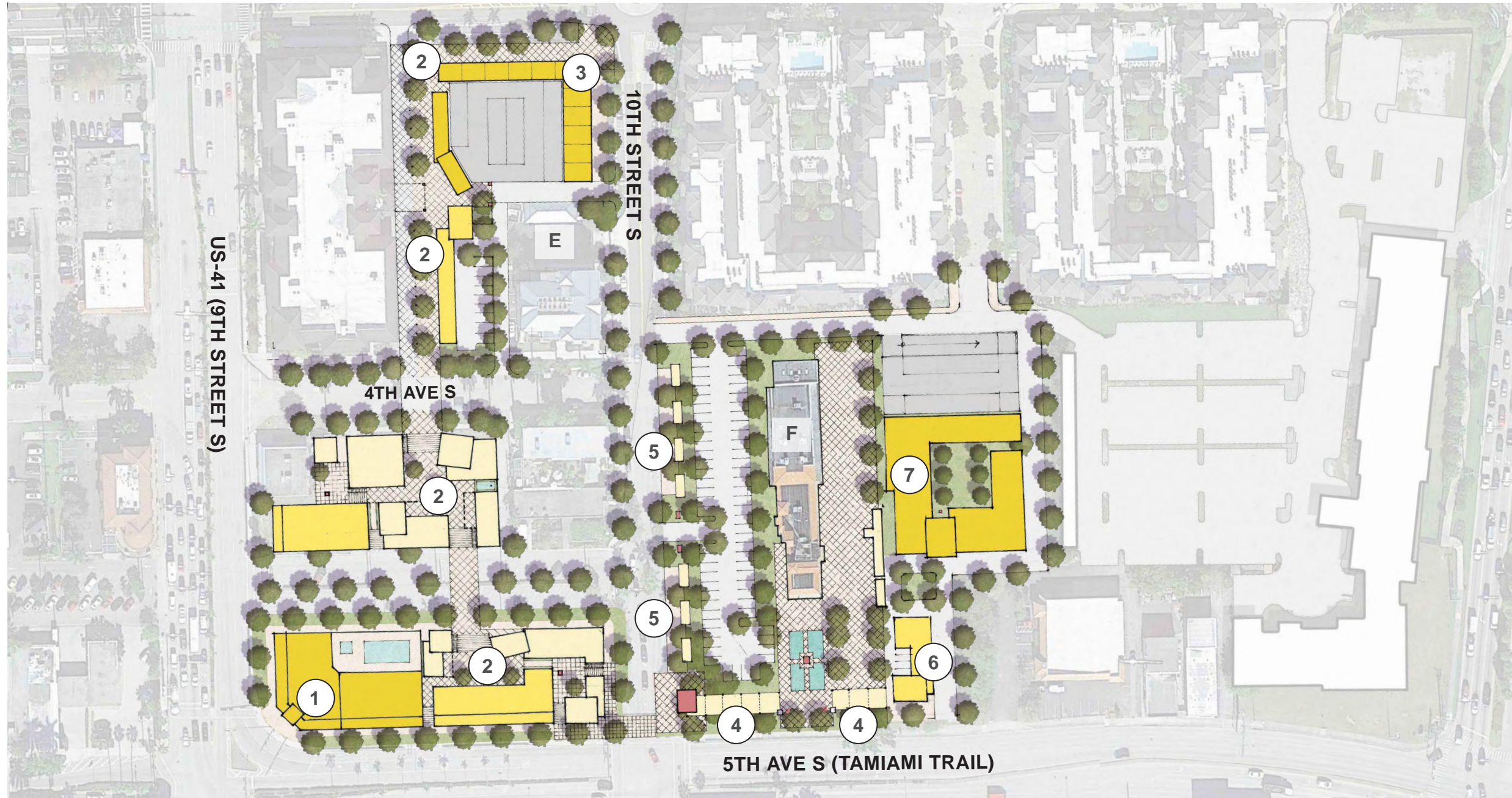
Existing intersection of US-41 and 5th Ave South

The Four Corners Design Focus Area comprises several aggregated parcels at the north-east corner of Fifth Avenue S and US 41. They provide the opportunity to create a landmark that would complete the “four corners” at this important intersection.

Moreover, the development of a Marriott Hotel at the northwest corner of Goodlette Road S and US 41 catalyzes additional urban design opportunities – specifically, completing the urban frontage along the north edge of this section of US 41. Design proposals for the Naples Depot Museum and an adjacent development parcel to its immediate east were thus included

LEVERAGE THE ASSETS

FOUR CORNERS – REDEVELOPMENT, EXTENSION OF DESIGN WALK & DEPOT MUSEUM PLAZA



Pedestrian scramble - One of the charrette ideas for pedestrian crossing improvement at the intersection of US-41 and 5th Ave South



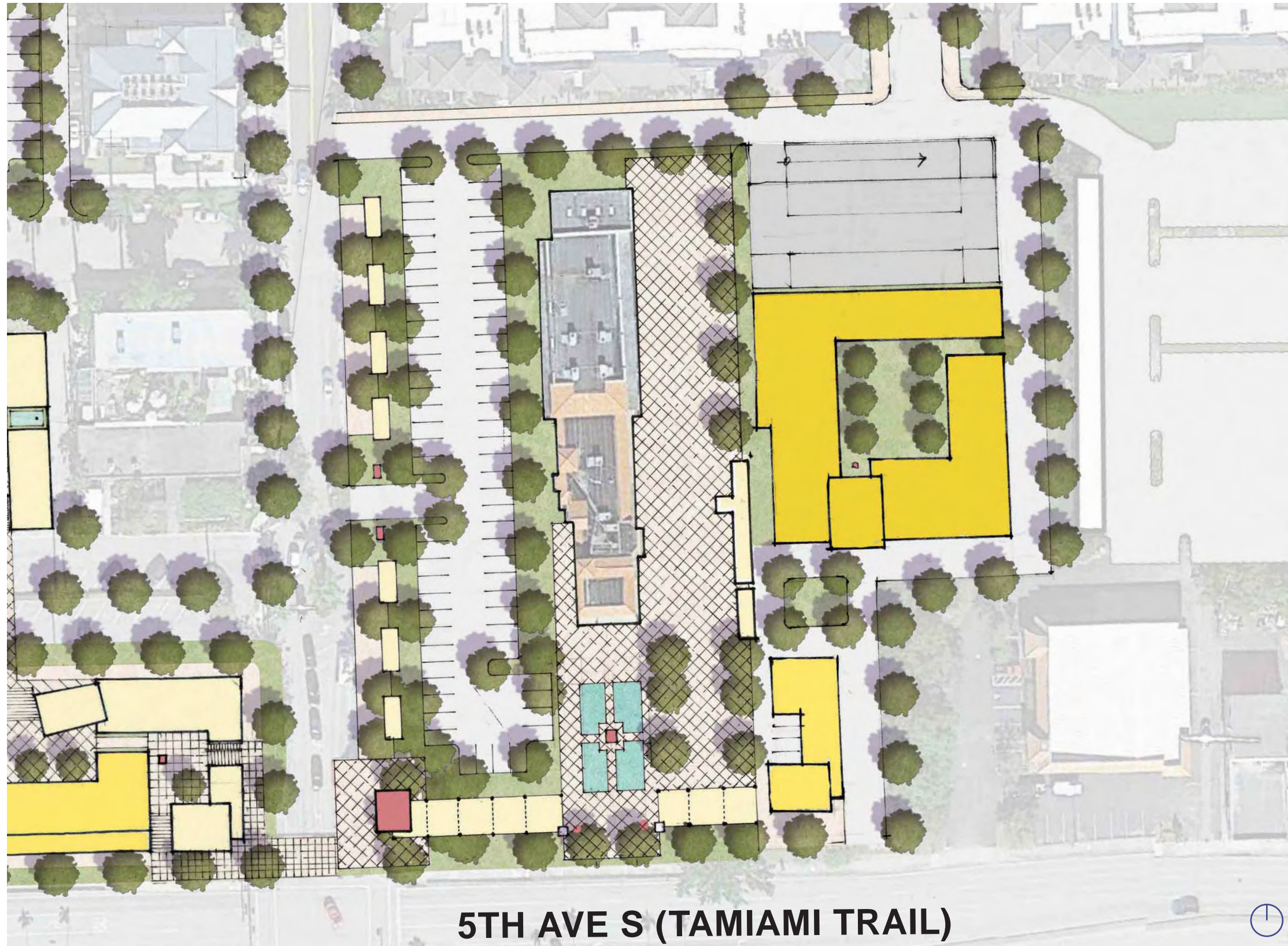
1. *Four Corners Special Design Area Mixed Use Development*
2. *Design Walk Framed by Commercial Uses*
3. *Residential Liners*
4. *Depot Museum Portico*
5. *mallScaleCommercialFood Truck Pads*
6. *Commercial Use*
7. *Multi-family Residential*

Proposals for the Four Corners Design Focus Area include a signature development at the northeast corner of Fifth Avenue S and US 41 that would serve as an urban node and a gateway to both Fifth Avenue S leading west and to the Design District leading north. The proposed Design Walk extends through Blocks E and Block F, incorporating public courtyards and plazas, and framed by a mix of commercial and residential uses.

Building massing and scale gently transition from larger and taller buildings at the corner itself to smaller buildings along the Design Walk. Parking is provided in podium and/or in lined parking structures.

LEVERAGE THE ASSETS

FOUR CORNERS – REDEVELOPMENT, EXTENSION OF DESIGN WALK & DEPOT MUSEUM PLAZA



Continuing eastward across 10th Street S, a light and open structure on the south edge of the Naples Depot Museum property creates an urban frontage for the Museum on Tamiami Trail and also provides a venue for light commercial activity, possibly on weekends and special occasions (e.g., a pop-up market).

Similarly, proposed pads for food trucks or other similar small-scale commercial uses would activate the Museum's frontage on 10th Street S.

Proposals for the Museum site also include reconfiguring the parking for greater efficiency; the existing parking capacity may be accommodated with head-in parking on the west side of the museum. The east side of the property between the Museum and the vintage train cars could then be redesigned as a courtyard for outdoor Museum activities and events.

Last but not least, the property to the east of the Museum may accommodate multi-family residential uses, with some commercial uses provided on US 41.

LEVERAGE THE ASSETS

FOUR CORNERS – PEDESTRIAN PASSAGES



Miami Design District

The Miami Design District (MDD) offers many precedent strategies for the Four Corners Design Focus Area. Among the MDD's main urban design elements is a network of intimately-scaled mid-block pedestrian passages and courtyards lined with active uses.

Important nodes, edges, and vistas along these passages are typically marked by buildings with especially unique designs, by curated hard scape and/or landscape elements in the public realm, and by public art.

LEVERAGE THE ASSETS

FOUR CORNERS – SIDEWALK ACTIVATION



Food Trucks, Seaside, FL



Pensacola, FL

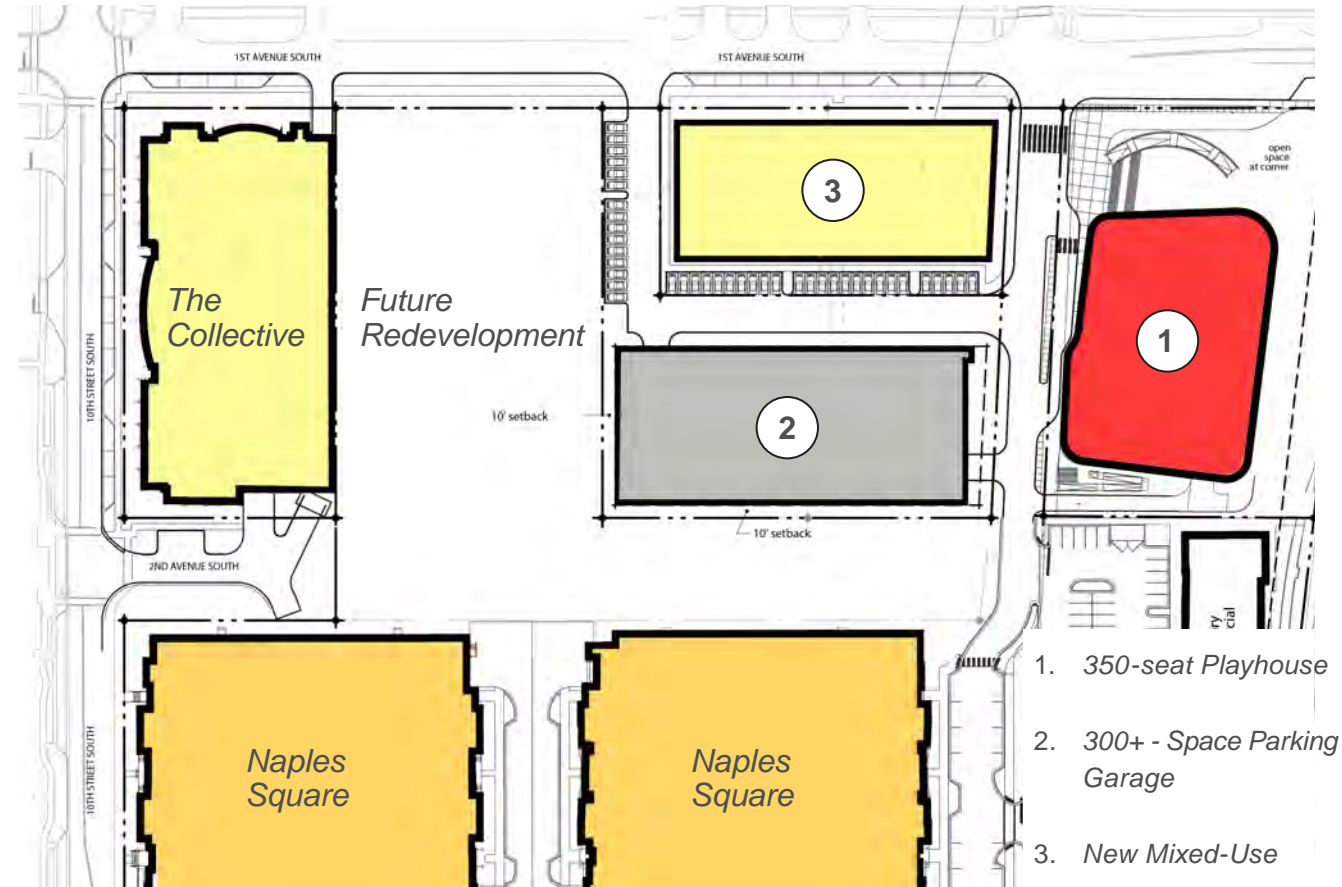


Market Sheds, Vancouver, BC

Proposals for urbanizing the Museum site's public frontages reference other precedents, such as the food truck row at Seaside, Florida, and railway and market sheds in many other places around the country.

LEVERAGE THE ASSETS

GULFSHORE PLAYHOUSE & GARAGE BLOCK REDEVELOPMENT



The Gulfshore Playhouse’s planned arrival at the corner of Goodlette-Frank Rd. and 1st Ave South represents a major catalytic move for the 41-10 Area. It is an example of how a civic institution can help establish a destination. The 350-seat performing arts venue will require parking and to provide it the Naples City Council, acting as the CRA, has approved the addition of a 3-story, 4-level parking garage that will accommodate just over 300 spaces. The garage will be across 12th Street South from the playhouse.

This public-private collaboration was possible by engaging the owner of the land where the garage will rise, the Wynn grocery store family. Acting as the Downtown Naples LLC, the Wynns join the partnership as a third entity who will build the garage as well as a mixed-use building just to the north of it and west of the playhouse. The garage will be accessible but visually screened from 1st Ave South. Further south, at the corner of Goodlette-Frank and US41, an AC Marriott hotel is planned to the east of the Naples Square community just nearing completion.



Gulfshore Playhouse



Parking Garage

The result of all these new projects, including The Collective, will be a vibrant southeast quadrant of the 41-10 Area that will benefit nearby downtown businesses and bring additional investment along 1st Ave S.

ENABLE PROSPERITY

Channel and shape investment that preserves the neighborhood scale and resident diversity of the Naples Design District

- Maintain the unique variety of housing in the Design District to safeguard the mix of residents that defines the neighborhood character.
- Expand the menu of building types, for residential, commercial, and mixed-use, to better complement the existing small scale.
- Identify opportunities for sensitive infill and redevelopment that will add mixed-use and civic improvements.



GW Carver Frontage Upgrades



Apartment Liner Building- Winter Park, FL



Mixed-Use Building, Winter Park

ENABLE PROSPERITY

SHAPING GROWTH IN THE DESIGN DISTRICT

The 41-10 Area is home to a broad range of uses and residential properties. Its prime downtown location, its inventory of aging properties, and its handful of empty parcels, makes it a target for developers and investors. What the charrette discussions made evident is that the 41-10 area is also beloved for its eclectic small-scale, 24/7 mix of dwellings, workplaces, restaurants, and shops. Those who frequent and support the District urge the City leadership to maintain the quirky, bohemian qualities of this neighborhood. The key will be sensitive infill and redevelopment that embrace the scale of the community and its diversity of character.

A unique part of the mix is the wide range of residential income levels. The centrally-located River Park West community is home to the affordable Jasmine Kay and George Washington Carver Apartments. Carver one is of only two designated Section 8 HUD affordable housing communities in the City of Naples. At the south end of the District two upscale condo communities are underway with their first phases of development offering units in the upper six figures and above. Meanwhile, the single-family Lake Park neighborhood occupies the north end of the 41-10 area with many vintage mid-century, single-story homes that have seen remodeling and upgrades in recent years.

The charrette identified several techniques and illustrated a few design proposals to help support the rich fabric and scale of the District and to build on its past successes by pursuing the following objectives:

- Preserve the unique mix of affordable and market-rate housing to ensure the mixed-income nature of the neighborhood.



- Expand the menu of housing types beyond the existing single family and apartment types to provide a better transition between the commercial and residential zones and protect the smaller scale areas.
- Identify locations for additional workforce residential units.
- Identify locations for mixed-use infill and redevelopment opportunities.
- Adjust the existing zoning and land use regulations to enable small scale interventions and preclude larger PUD projects that are out of character with the area.
- Make use of funding sources from public and private agencies and institutions.

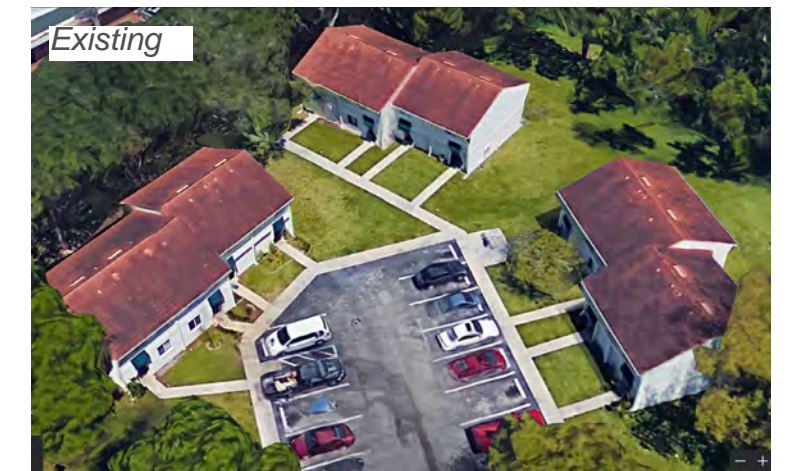
ENABLE PROSPERITY

GEORGE WASHINGTON CARVER UPGRADES – FORECOURTS & GARDENS



Dating from the early 1980s, the Carver townhouse campus is well-maintained and may not be a candidate for a major remodeling. However, one aspect noted by the design team during the charrette week was the inclination of a few residents to define some form of semi-private outdoor space.

The following proposals study how a few upgrades in the form of forecourts, side porches, and shared garden spaces could improve the frontages of these homes.



ENABLE PROSPERITY

GEORGE WASHINGTON CARVER UPGRADES – FORECOURTS & SIDE YARDS



Proposal

Minor adjustments such as deeper awnings, pergolas and low walls can have a large impact on the exterior appearance and function of these homes.



Existing

ENABLE PROSPERITY

GEORGE WASHINGTON CARVER UPGRADES – FORECOURTS & SIDE PORCHES

Ample side porches could provide a shared amenity for use by the larger community.



Proposal



Existing

ENABLE PROSPERITY

GEORGE WASHINGTON CARVER UPGRADES – FORECOURTS & SIDE PORCHES



Proposal

These homes along 10th Street have been cleverly designed so that their back doors appear to be front doors. However, air conditioner condensing units make it evident that these are rear facades. A few low walls and side pergolas could screen utility equipment and enhance the public face of these homes.



Existing

ENABLE PROSPERITY

REDEVELOPMENT PRECEDENT: APARTMENT VILLA

An Apartment Villa is a relatively small, multi-unit apartment building that can range from four to twelve units while retaining the look of a large single-family residence. To remain affordable, it can be designed as a walk-up structure. However, an elevator can easily be incorporated to better serve senior residents.

Known as the “Checkerboard” because of the way it is sited, each villa and companion parking lot, occupy square footprints ranging from 63 to 72 ft. in width/depth.

The parking lots typically accommodate 14 vehicles with the two spaces closest to the street in carports that engage a perimeter garden wall to better face and define the sidewalk. Depending on the availability of additional parking, the complexes can also feature shared amenity greens, hardscaped plazas, and ground floor retail.



ENABLE PROSPERITY

REDEVELOPMENT PRECEDENT: APARTMENT VILLA



3-Story corner balconies



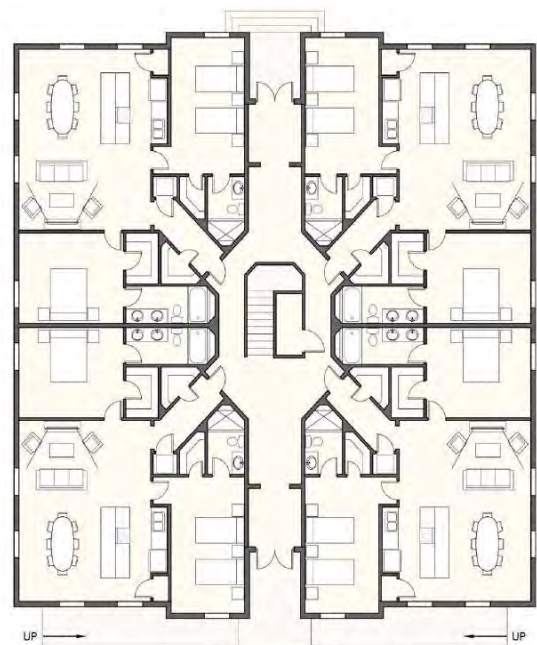
3-Story with porch



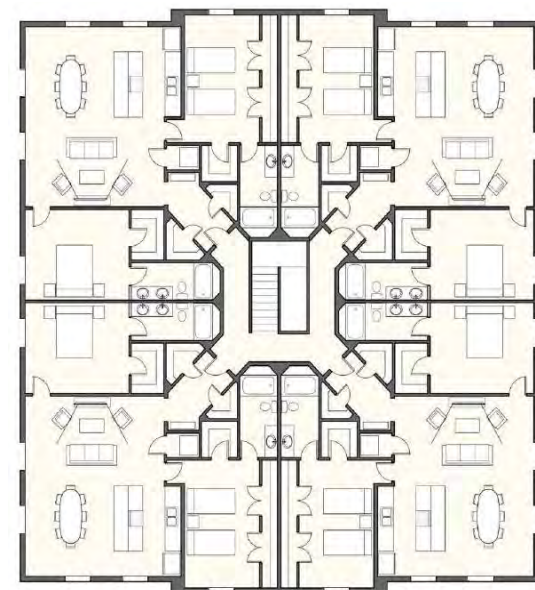
3-Story with dual entries



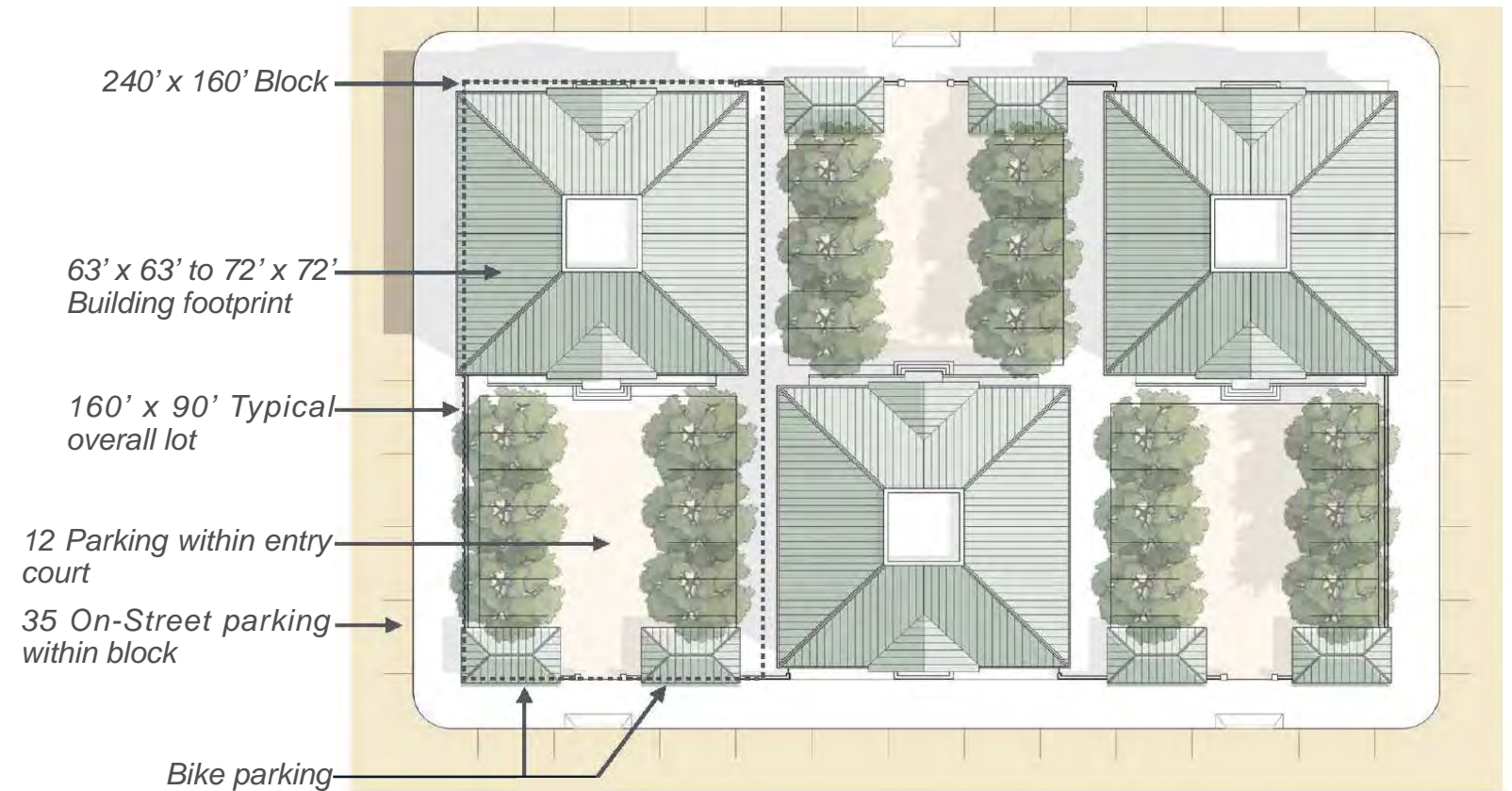
2-Story with studios



Ground floor with two entries.



Typical upper floor with four 2-Bedroom units.



ENABLE PROSPERITY

REDEVELOPMENT PRECEDENT: APARTMENT LINER

An apartment liner is a single-loaded building with one or more floors of residential units positioned directly above a row of parking. It is a very useful type in urban locations where the desire for more parking and the need for affordable rental housing can both be satisfied with one approach.

The parked cars at ground level are located behind a wall of small window openings. The interior court can provide more parking for other nearby uses while simultaneously screening it from street view.

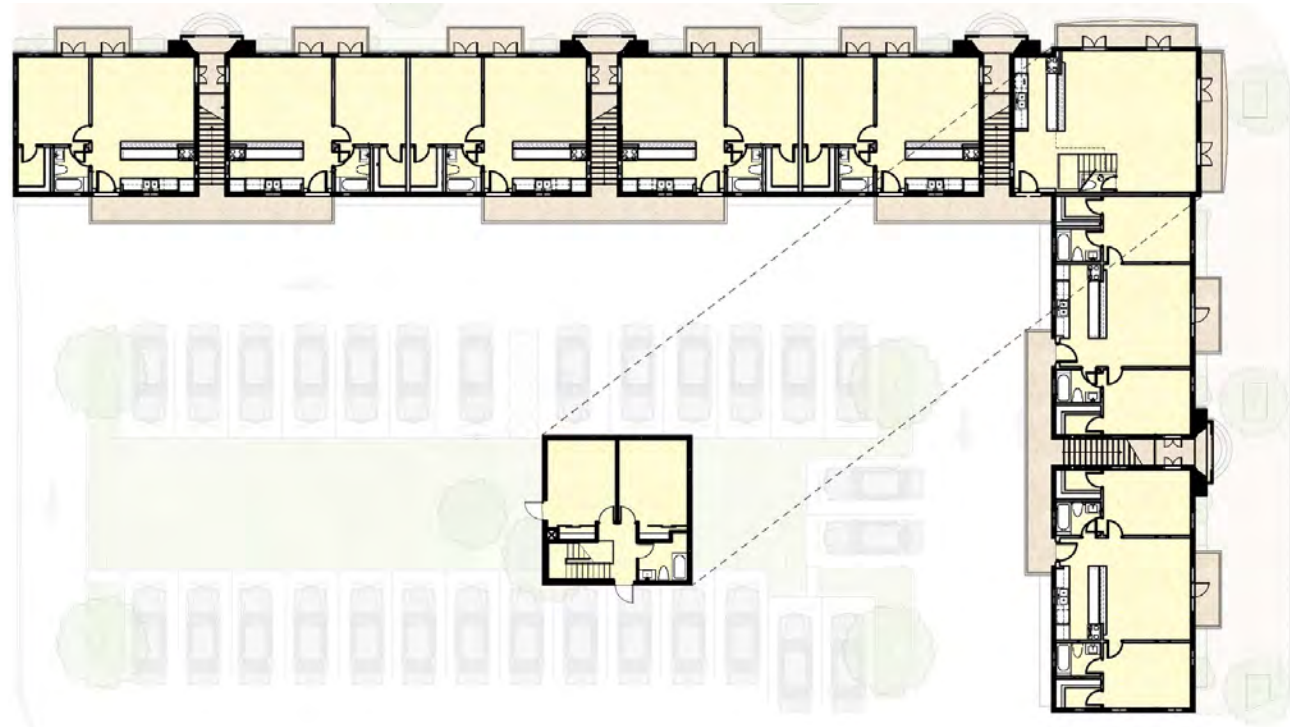
The photos shown here are of an example of this type built in Winter Park Florida's Hannibal Square neighborhood. The building corner, where it is not possible to park a vehicle, consists of a ground floor studio with a 2-story townhouse above.



Winter Park, FL liner apartments

ENABLE PROSPERITY

REDEVELOPMENT PRECEDENT: APARTMENT LINER



Upper floor plan



Ground floor plan



Two studies of liner apartments, used to screen parking lots.

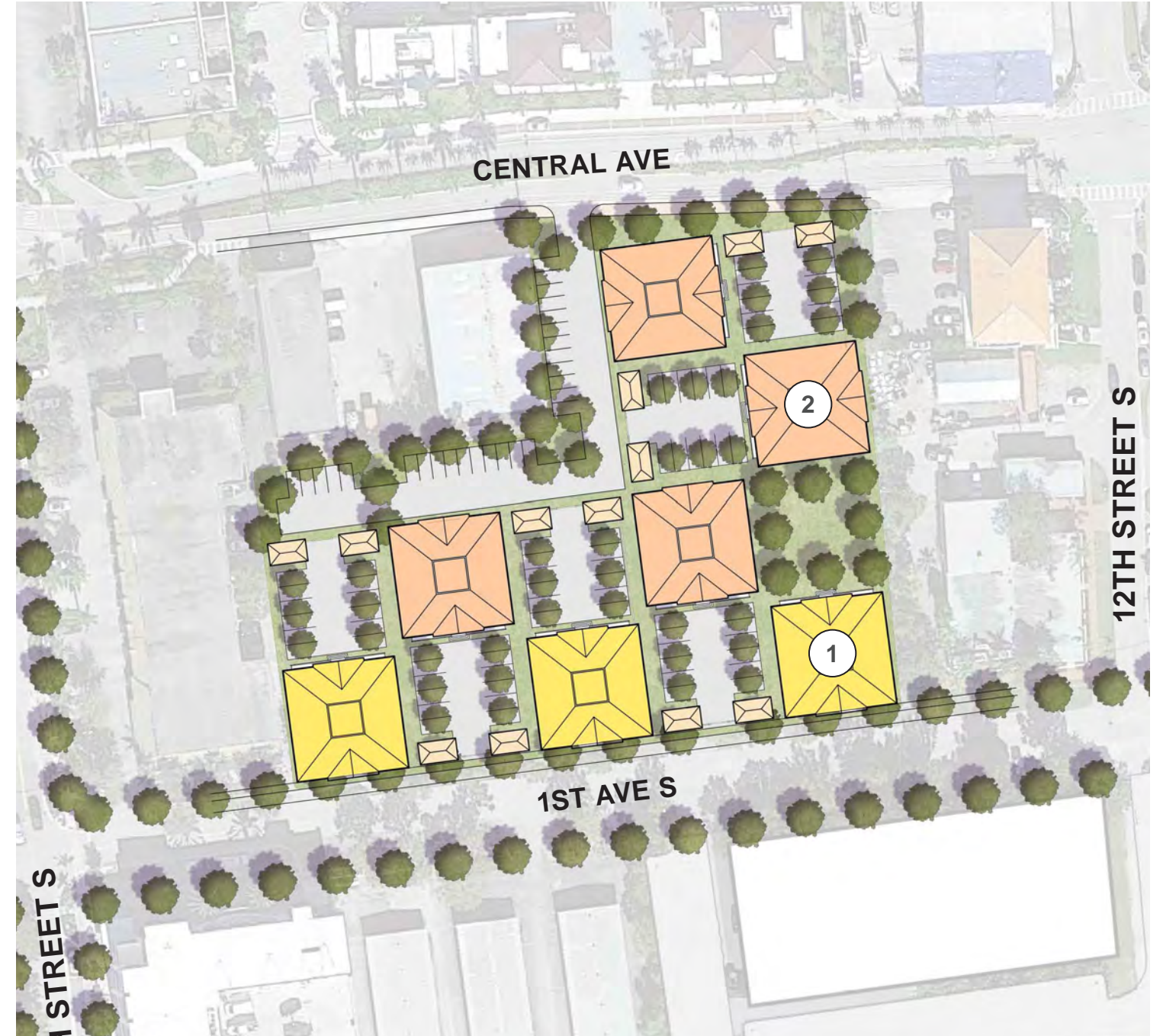
ENABLE PROSPERITY

REDEVELOPMENT OPPORTUNITY CONCEPT: FOCUS AREA 3



With few remaining undeveloped parcels in the 41-10 Area, these privately owned empty lots between Central and 1st Ave. S. are a prime opportunity for sensitive infill. The above concept plan imagines one possible opportunity

to provide housing in the form of 3-story, 12-unit checkerboard apartment villas. Each villa provides 1 parking spot per unit and the site plan envisioned here allows for an additional row of parking and an amenity green.



The buildings in yellow along 1st Ave S offer the possibility of ground floor retail/commercial.



- 1. 12,000 sf Retail
- 2. 72 Apartments
- 3. 111 Resident & Visitor Parking

ENABLE PROSPERITY

REDEVELOPMENT OPPORTUNITY CONCEPT: FOCUS AREA 4



The Apartment Liner type is applied here at Goodlette-Frank Rd. and an extension of 3rd Ave N. to demonstrate how an aging storage facility could be redeveloped as a small, mixed-use complex. A corner plaza framed by ground floor shops is overlooked by apartments. The site plan imagines a series of pocket parks and off-street parking for retail outlets.



1. 4,000 sf Corner Retail

2. 54 Liner Apartments

ENABLE PROSPERITY

REDEVELOPMENT PRECEDENTS: MIXED-USE BUILDINGS



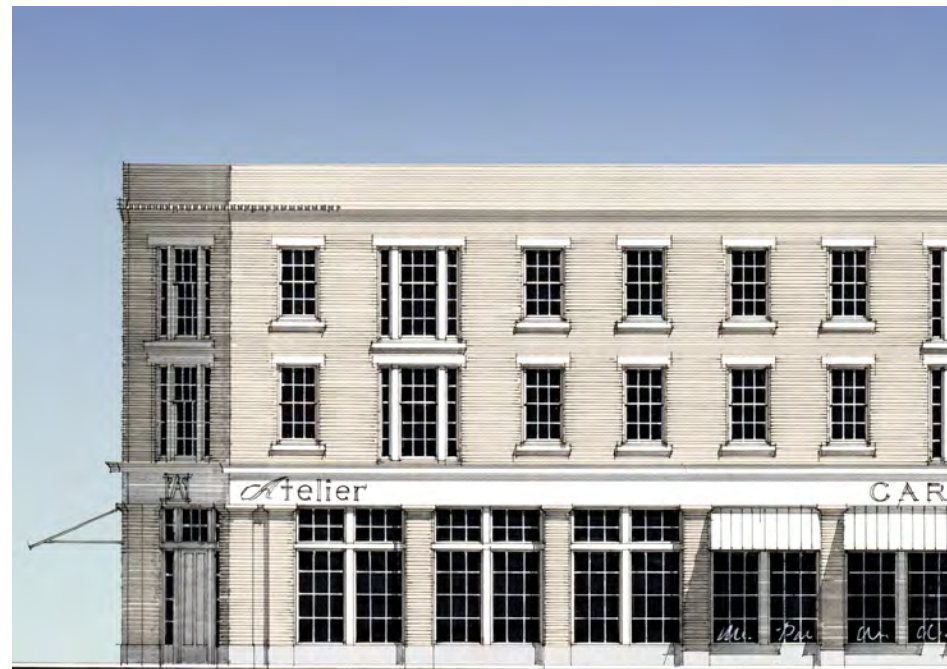
The Collective - Naples, FL



Winter Park, FL



Winter Park, FL



Typical mix-use building

If the 41-10 is to simultaneously grow and retain its current scale, it must do so with the use of 2-3 story mixed-use buildings with modest footprints and facades that animate their ground floors with active uses. On this page are two examples of classic main street shop fronts with office and/or residential use above and two contemporary interpretations.

The upper left image is a view of The Collective, a 3-story, mixed use building that screens a multi-level garage. It fronts the sidewalk with continuous glazing and a modulated facade composed in 3 distinct segments. It has an upper story that is largely set back from the street.

ENABLE PROSPERITY

REDEVELOPMENT PRECEDENTS – MIXED USE BUILDINGS



West Palm Beach, FL - Clematis St.



West Palm Beach, FL - Rosemary Sq.



Habersham, SC



Sarasota, FL - Citrus Square



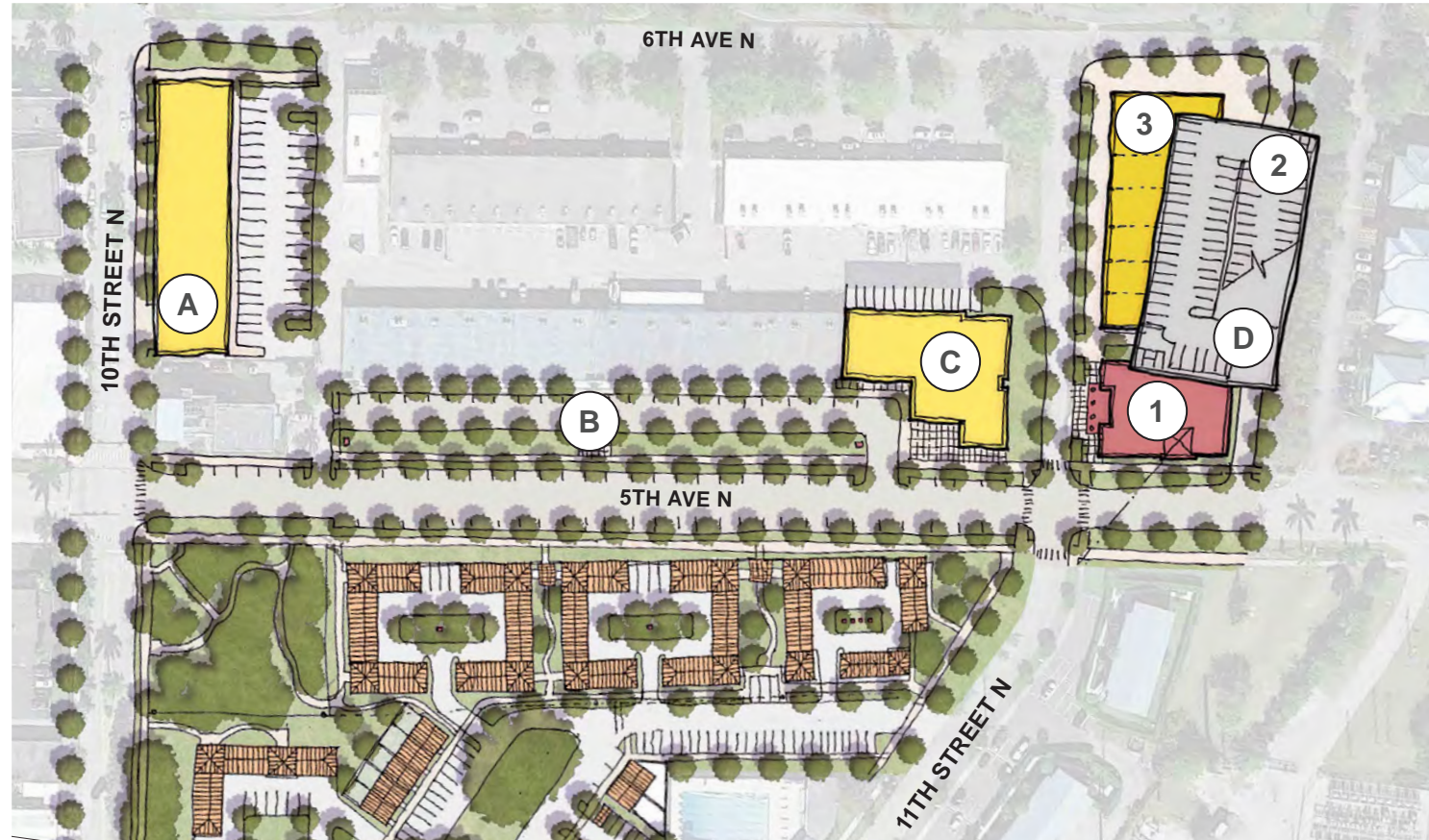
Charleston, SC - King St.



Fernandina Beach, FL

ENABLE PROSPERITY

REDEVELOPMENT OPPORTUNITIES CONCEPT: FOCUS AREA 5



The block bounded by 10th and 11th Streets between 5th and 6th Avenues N is comprised of several properties that will likely be considered for redevelopment in the short term. This area would make an ideal location for a municipal parking garage at the north end of the 41-10. It is also positioned to provide the Lake Park and River Park communities with neighborhood services at walking distance.

10th Street receives a mixed-use specialty market with housing above (A). The office condo at the center of the block receives an upgrade frontage green and drop-off area

(B). A single-story commercial at 5th Ave N and 11 St. is redeveloped as a 2-story mixed-use building (C). The aging shopping center along 11 Ave N is re-imagined as a Municipal Parking Garage lined with a corner civic space and shallow ground-floor retail (D).

The following pages show alternate options for site #4 that study the adding of residential units to this area.

A. 14,000 sf Specialty Market & 12 Apartments/Offices (above) 48 Parking Spaces

B. Widened Green Space & Restricted Parking Lot

C. Proposed 3-Story, Mixed-use Building to replace a 1-Story, 12,400 sf Commercial Space

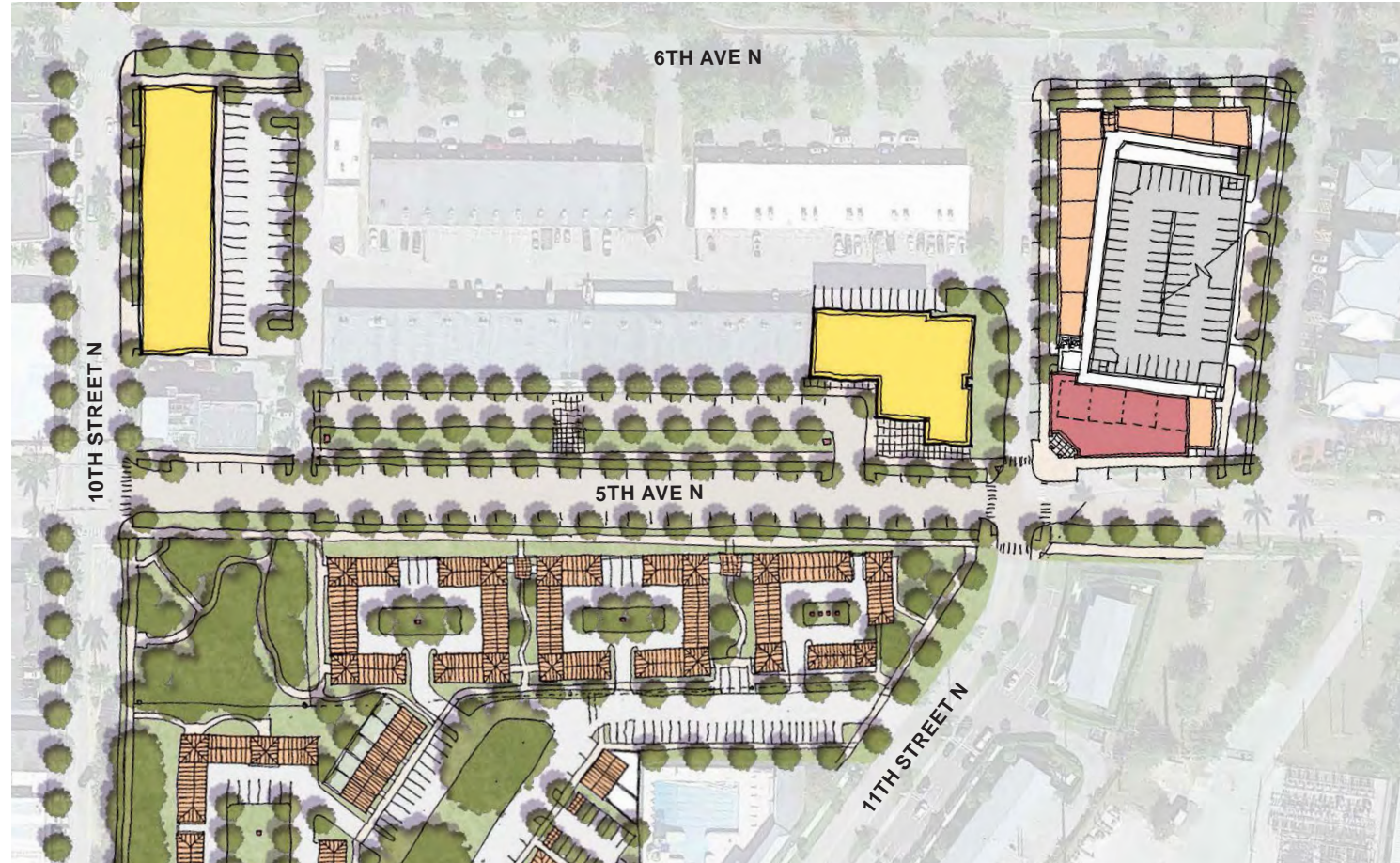
D. Lined Municipal Parking Garage:

- 1. 8,000 sf Corner Civic Space*
- 2. +/- 300 Space Parking Garage*
- 3. 11,300 sf Liner Retail*

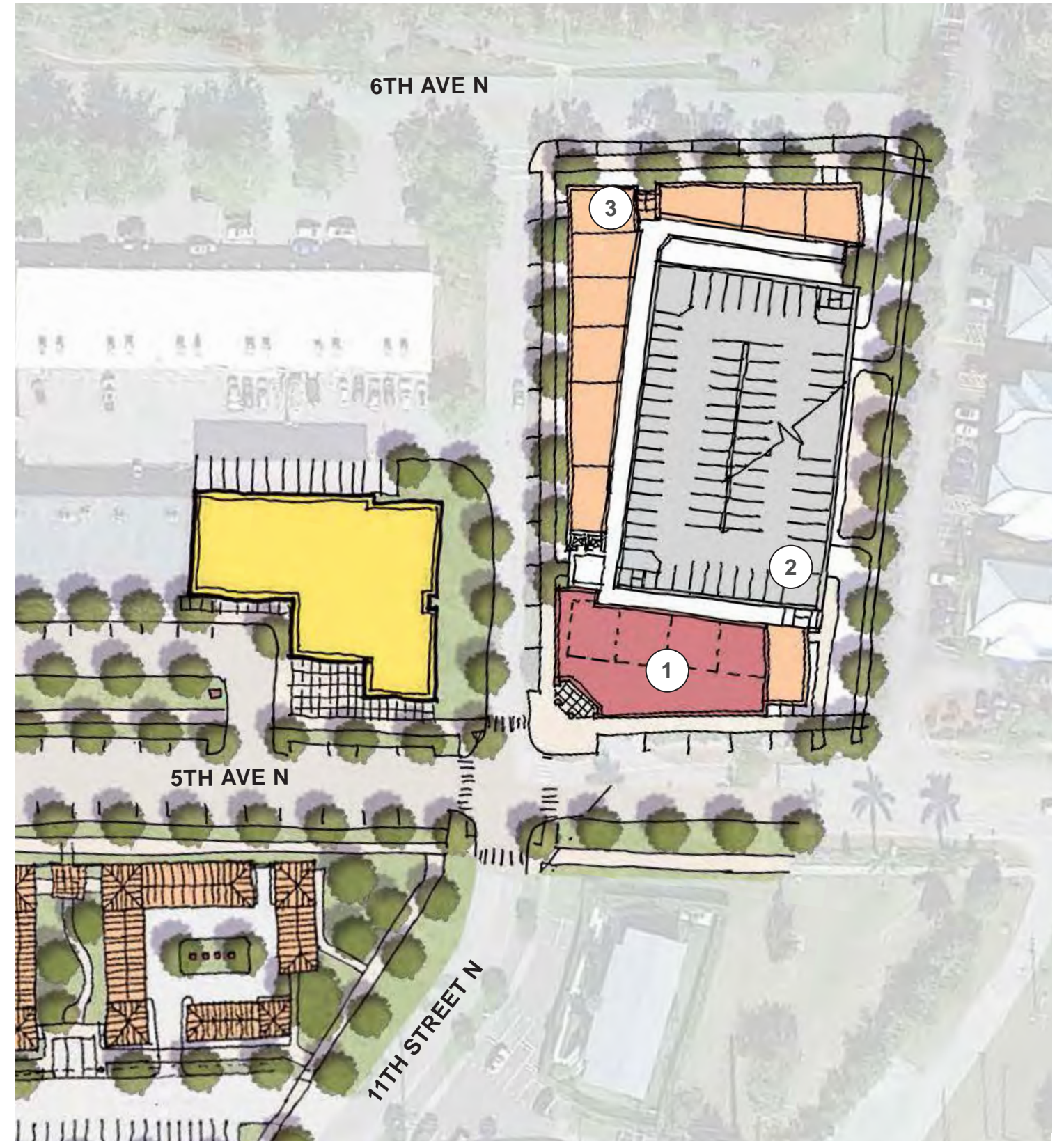


ENABLE PROSPERITY

REDEVELOPMENT OPPORTUNITIES CONCEPT: FOCUS AREA 5



- 1. 7,600 sf Corner Civic Space
- 2. +/- 300 Space Parking Garage
- 3. 34 Apartments, 24 On-Street Parking Spaces

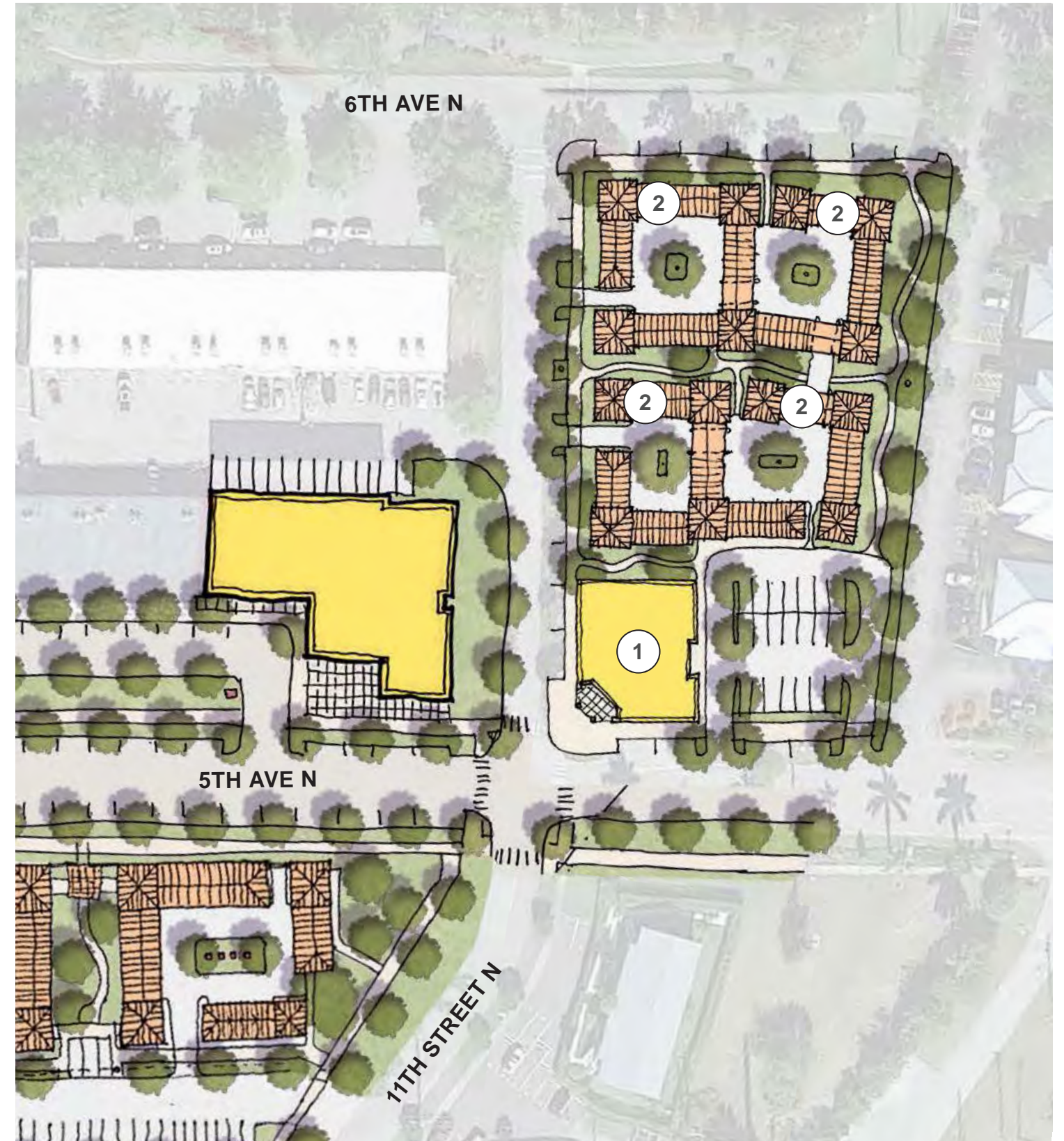


ENABLE PROSPERITY

REDEVELOPMENT OPPORTUNITIES CONCEPT: FOCUS AREA 5



- 1. 5,400 sf Corner Civic Space
- 2. 56 Apartments, 21 Off-Street Parking Spaces, 21 On-Street Parking Spaces



ENABLE PROSPERITY

REDEVELOPMENT OPPORTUNITIES CONCEPT: FOCUS AREA 5



1. 5 Apartment Villas (60 Units), 22 On-Street Parking Spaces



ENABLE PROSPERITY

GEORGE WASHINGTON CARVER REDEVELOPMENT: FOCUS AREA 6

Though presently well-maintained, the City may decide in the future that the highest and best use of the Carver Apartment campus is to add more affordable units to the neighborhood. Presently there are 70 units that are part of the Section 8/HUD rental assistance program. As is evident in the aerial photo, the site has capacity for additional units. The following page shows a revised version of the campus that employs Apartment Liners, Apartment Villas, as well as a few townhouses, almost doubling the unit count.



Apartment Liner

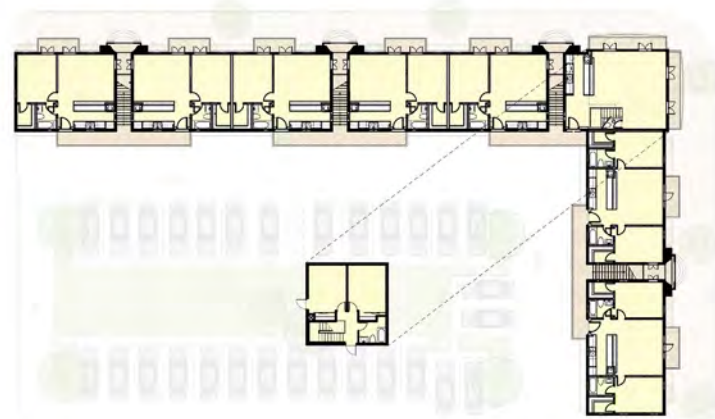


Apartment Villa

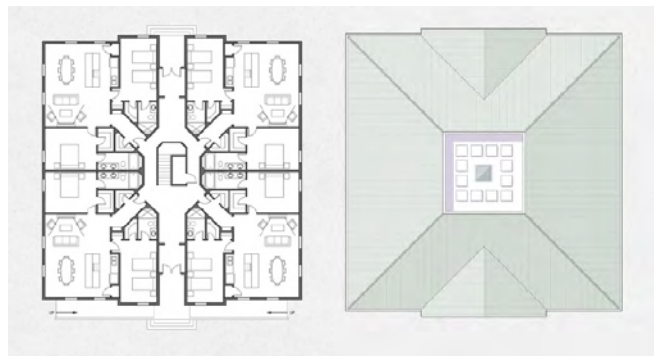


ENABLE PROSPERITY

GEORGE WASHINGTON CARVER REDEVELOPMENT: FOCUS AREA 6

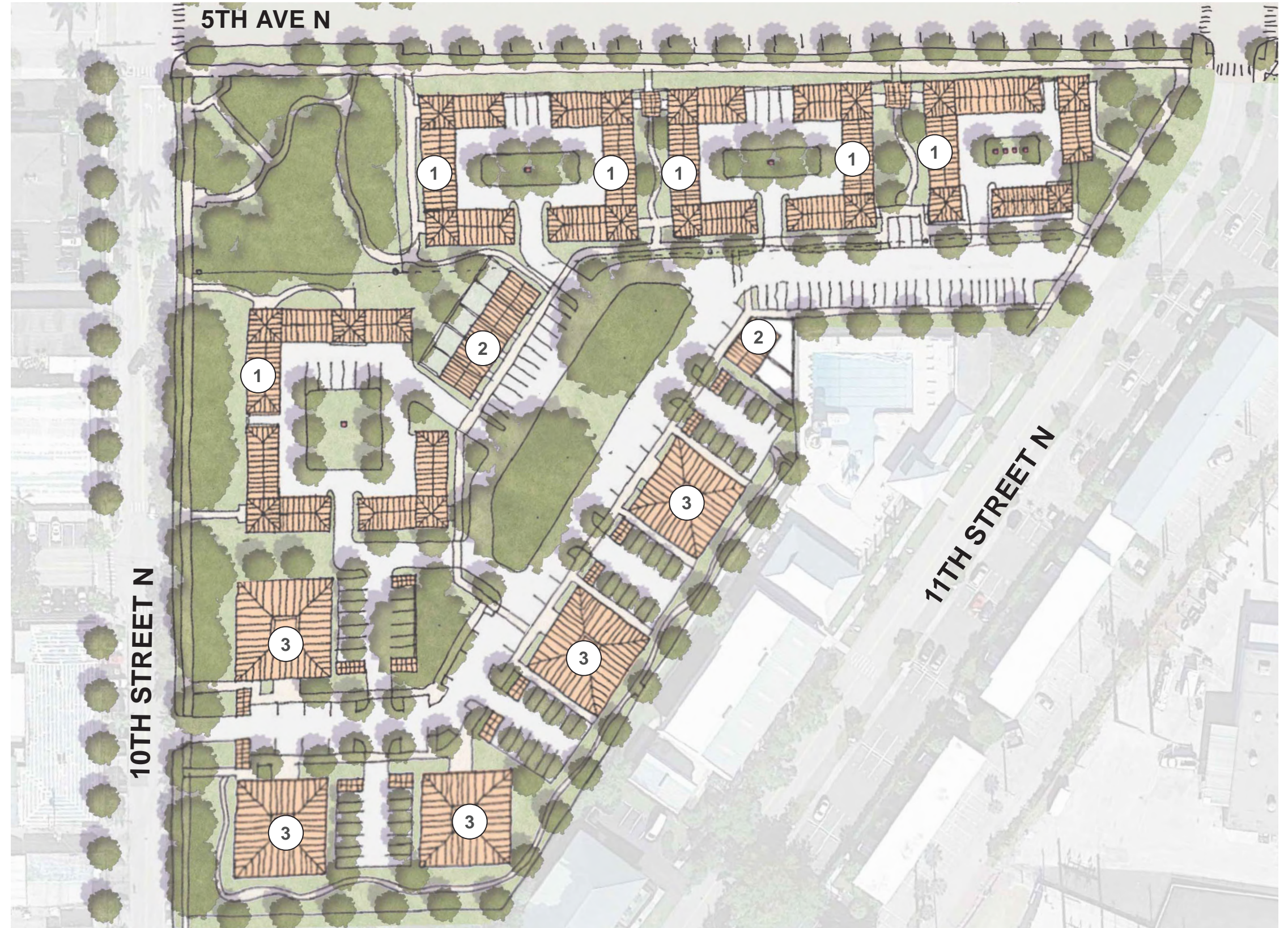


Apartment Liner



Apartment Villa

- 1. 76 Liner Apartments
 - 2. 7 Townhouses
 - 3. 5 Apartment Villas (60 Units)
- 143 Total Units



CONNECT THE DISTRICT

Reinforce and refine the Naples Design District's street and utility networks within the neighborhood while also improving access to destinations

- Celebrate 10th Street as the principal north-south spine of the Design District.
- Coordinate the Multi-Modal Networks so that motorists, cyclists, pedestrians, and transit riders are equally served.
- Make Incremental & Integrated Infrastructure Improvements that strategically schedule and prioritize above ground improvements with below-ground utility upgrades along thoroughfares.
- Establish Safer Crossings for pedestrians at key intersections connecting the Design District to Downtown destinations across US 41 and Goodlette-Frank Rd.



10th Street Connecting Spine



Trails and Green way Networks



US 41 Pedestrian Sleeves

CONNECT THE DISTRICT

THE DISTRICT NETWORKS

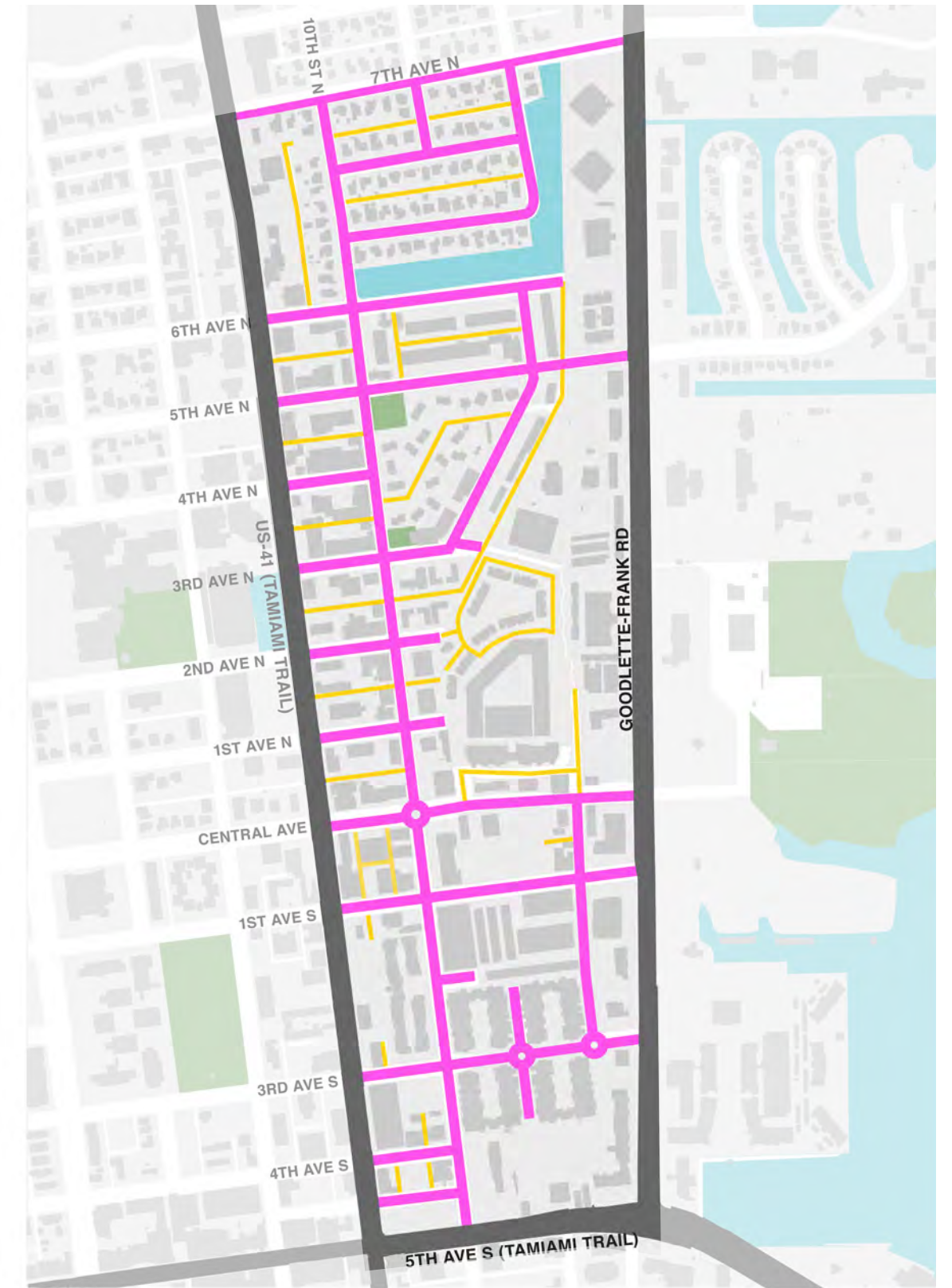
The 41-10 Area's roughly 1 mile length by 1/4 mile width dimension makes it a very walkable District. It is also at the geographic center of the City of Naples, and by extension, it is the urban heart of Collier County. One important goal of this master plan is to highlight the importance of enhancing and integrating the mobility networks within the District. Many of the residents of the 41-10 neighborhoods walk and use transit to go about their daily lives, while others are increasingly commuting by bicycle. The public realm should make mobility as efficient, comfortable, and as safe an experience as possible.

10th Street, as the lone north-south connecting spine is the principal corridor. However, the area's street grid is otherwise relatively porous and offers multiple routes within the District and convenient access out of it. A key objective of infrastructure improvements should be to not only upgrade the 41-10's internal networks and operations but also consider the connections to the rest of the downtown and nearby regional amenities, such as the medical district and parks, that are but a short walk from the 41-10.

These are some of the key connectivity recommendations in the 41-10 Area Master Plan:

- Optimize on-street parking.
- Improve pedestrian comfort with shade trees.
- Traffic-calm streets that access the single-family areas.

- Diversify and modernize transit options, such as on-demand electric vehicles.
- Identify appropriate sites and build parking garages as the need warrants it. Currently one is in the works and the Master Plan proposes a redevelopment option to provide another.
- Add bike lanes where appropriate and encourage shared usage of roads where dedicated lanes are not feasible.
- Update street furniture – lighting, benches, bicycle racks, and waste receptacles.
- Improve stormwater drainage, especially in the Lake Park neighborhood.
- Make safer pedestrian crossings across 41 and Goodlette-Frank Rd.
- US-41 should be transformed from a highway separating the Design District from the rest of Naples into a boulevard that is a connector.



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: GENERAL CONNECTIVITY

Observation

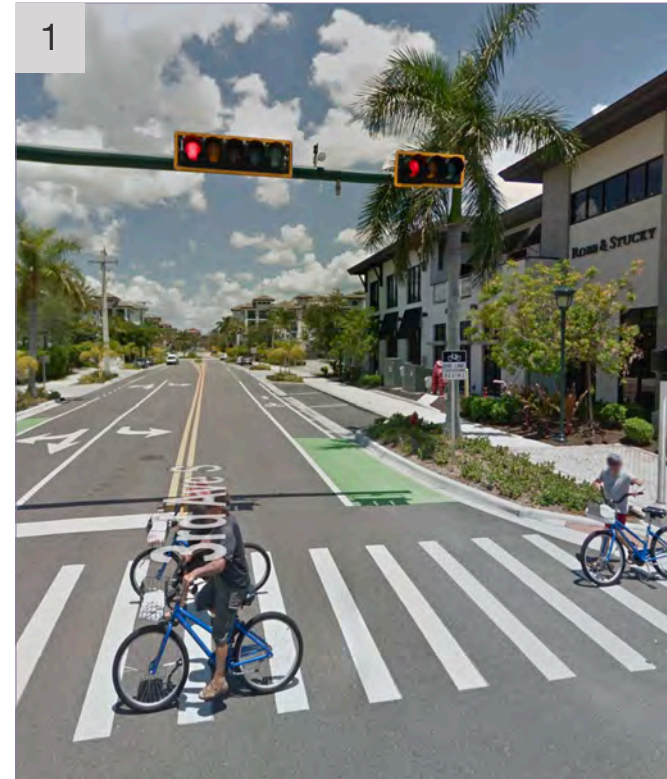
- **Recently** improved streets include bike lanes, wider sidewalks. (1)
- **Cross** walks at major thoroughfares are lacking, especially compared to those on 10th St. (2)
- **Alleys** provide alternative connectivity option. (3)
- **Very** little sight of transit in District. (4)

Discussion

- Crosswalks on 10th St involve pavement changes and textural moments. Those on US-41/Goodlette-Frank are simply paint. (1)
- Should efforts be made to allow for safer crossing of US-41/Goodlette Frank? (2)
- Should alleys be a service space, parking area, vehicular connectivity route, all/none of the above? (3)
- How can the District add/promote transit? Addition of more EV-ride sharing? (4)

Potential Improvements

- **Designate** pedestrian “sleeves” at critical crossing points of US-41 and Goodlette Frank. Improve crossings. (1)
- **Develop** streetscape standards for future alley/rear parking redevelopment, similar to that of Grappino. (3)
- **Develop** standards for loading/service. (3)
- **Improve** transit access to District. (4)



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: RESTAURANT & OUTDOOR DINING

Observation

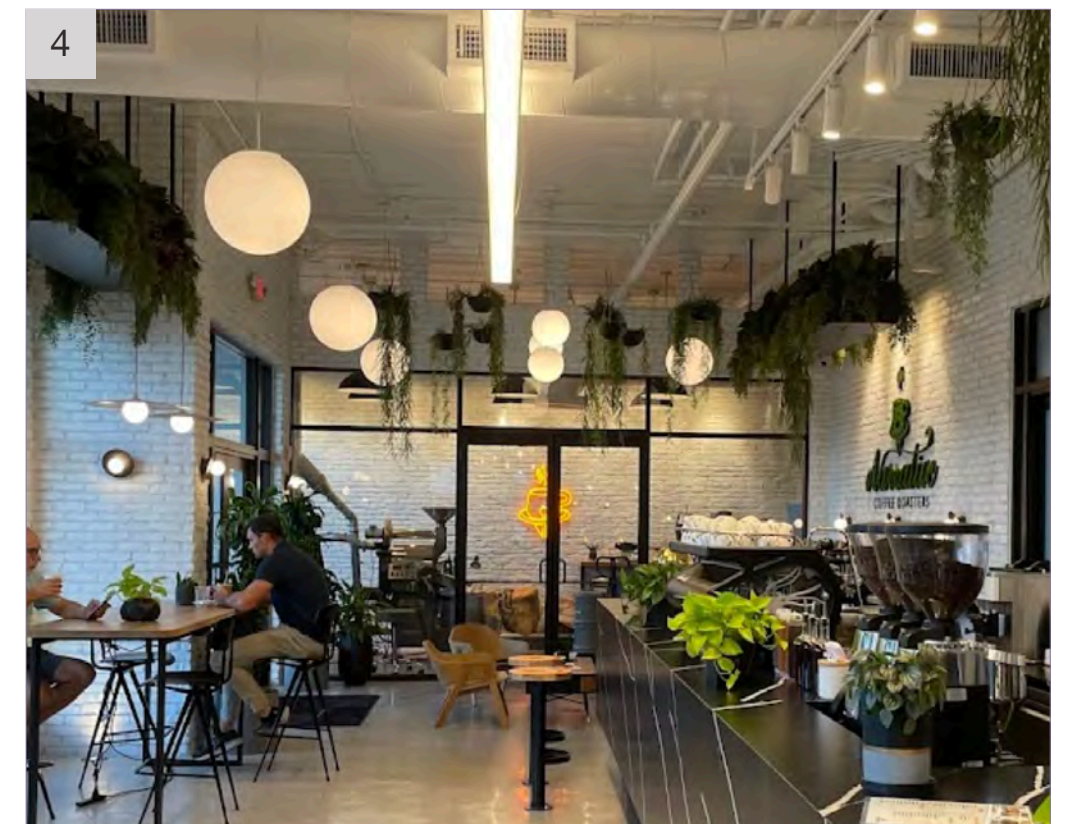
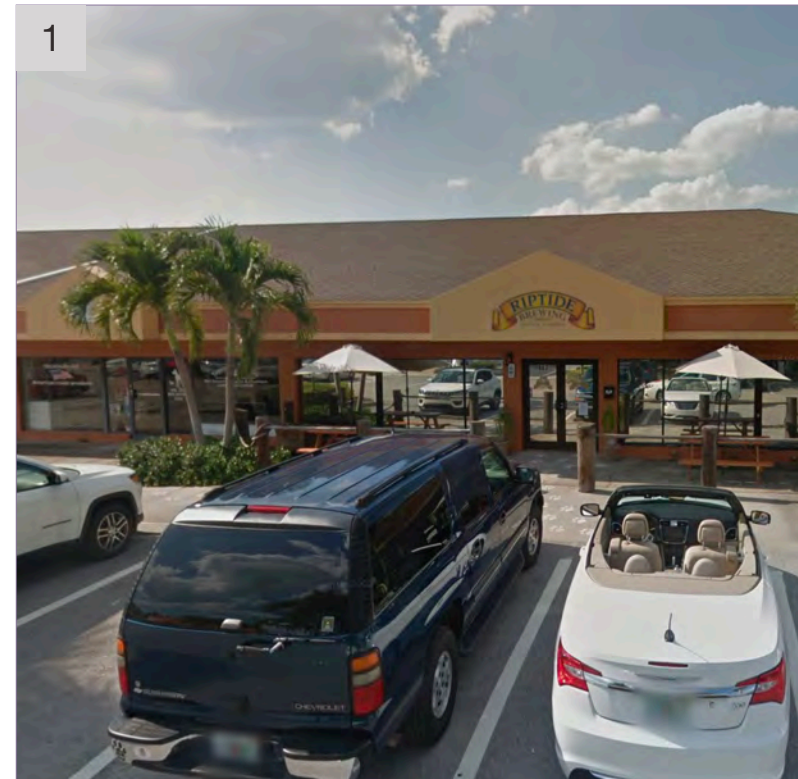
- 30+ dining options within the District
- **Most** locations are along US-41 (2)
- **Many** are fast/casual options, few sit-down/formal (2)
- **Most** lack inviting outdoor seating options (1)
- **Older** buildings have tight interior spaces (1)

Discussion

- Dining options along US-41 are easily accessible by vehicle, but not as inviting to pedestrians. How can this be improved? (2)
- Is there a way to incentivize restaurants to be more within the District/away from US-41? (2)
- 5th Ave S has too many restaurants, but has a critical mass to attract customers. Restaurants in the District that are not located on US-41 are stand-alone/lack critical mass (1)
- **Many** don't look like dining, rather retail (1)

Potential Improvements

- **Develop** a solution to create a consistent sleeve of dining options within the District that is friendly to pedestrians.
- **Design** concepts for more aesthetically welcoming outdoor seating areas for restaurants/cafes. (3)
- **Design** guidelines for better interior spaces (less reflective glass, higher ceilings) (3) (4)
- **Highlight** the diversity of the 41-10 District in future dining options (not 5th Ave S) (1)



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: CIVIC AMENITIES & RESIDENTIAL NEIGHBORHOODS

Observation

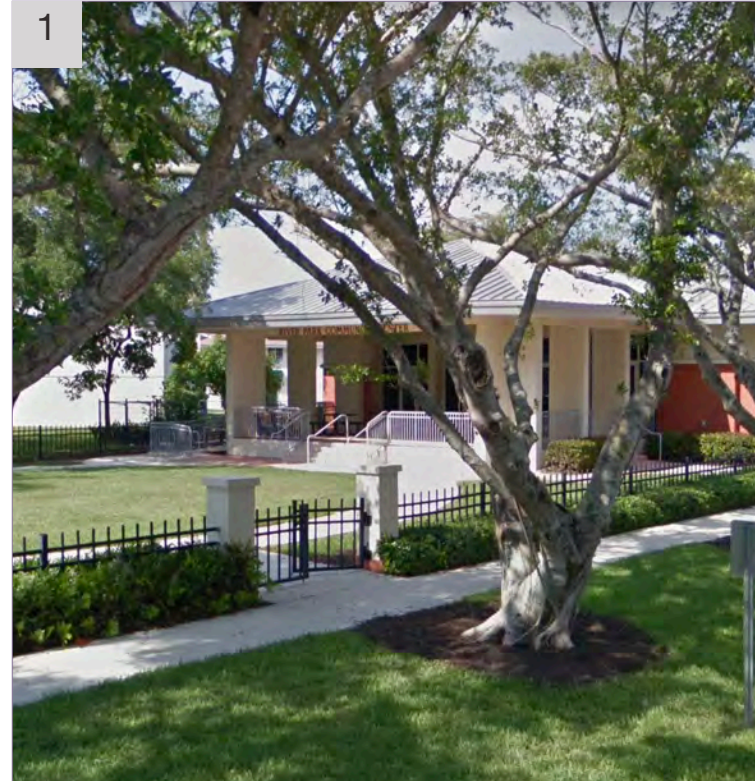
- **Community** Center and its accompanying outdoor program is a great asset. (1)
- **Parks** seem to be underutilized, perhaps under-programmed. (1)
- **Affordable** housing communities lack private and communal outdoor spaces. (2)
- **Very** few/little variety of lodging options in the District. (3)

Discussion

- The future playhouse will be an iconic amenity for the District. It is surrounded by several vacant parcels. The future development of these will be critical to the success of the District as a whole. (4)
- Should an additional park/green space be incorporated near the playhouse? (4)
- Should future lodging options be larger-scale chain hotels, boutique hotels, vacation rentals, or a combination? (3)

Potential Improvements

- **Redesign** park to have a programmatic theme (dog park, playground, etc.) (1)
- **Design** small gestures for private and community outdoor space for the two affordable housing communities. (2)
- **Include** lodging options in master plan design. (3)
- **Lodging** and dining could be integrated into the designs for vacant parcels adjacent to playhouse. (4)



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: PARKING

Observation

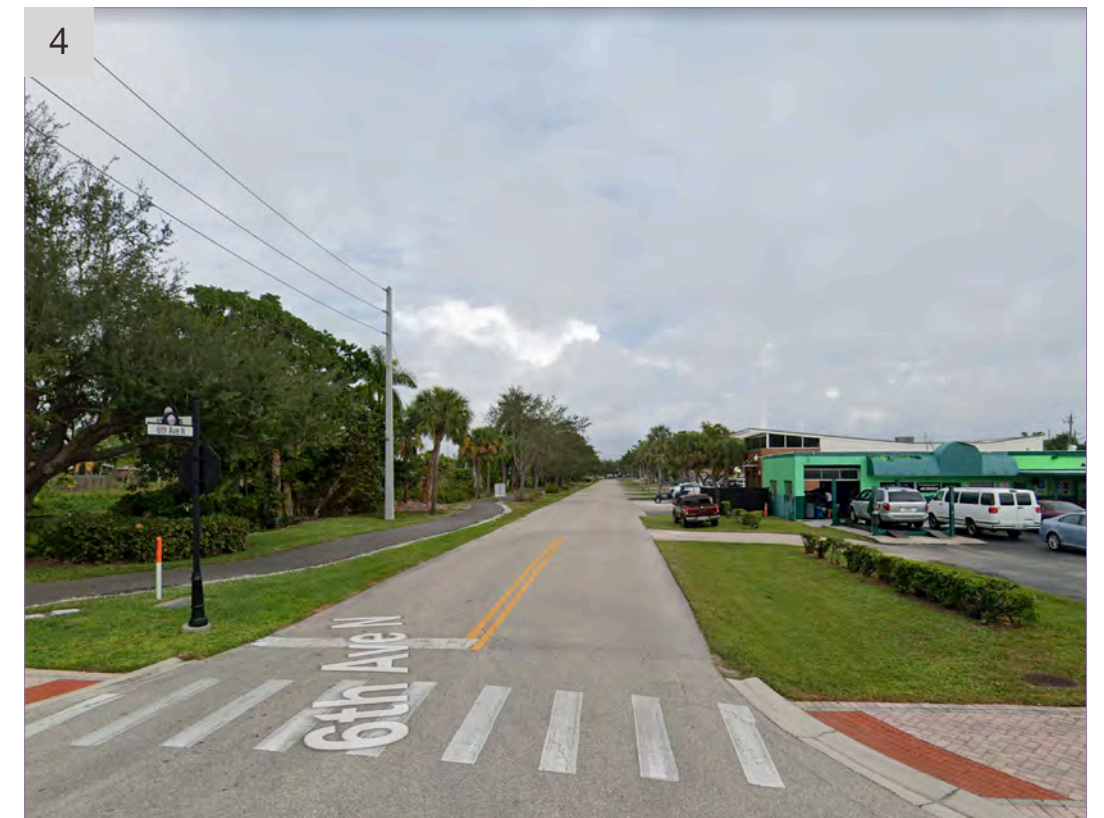
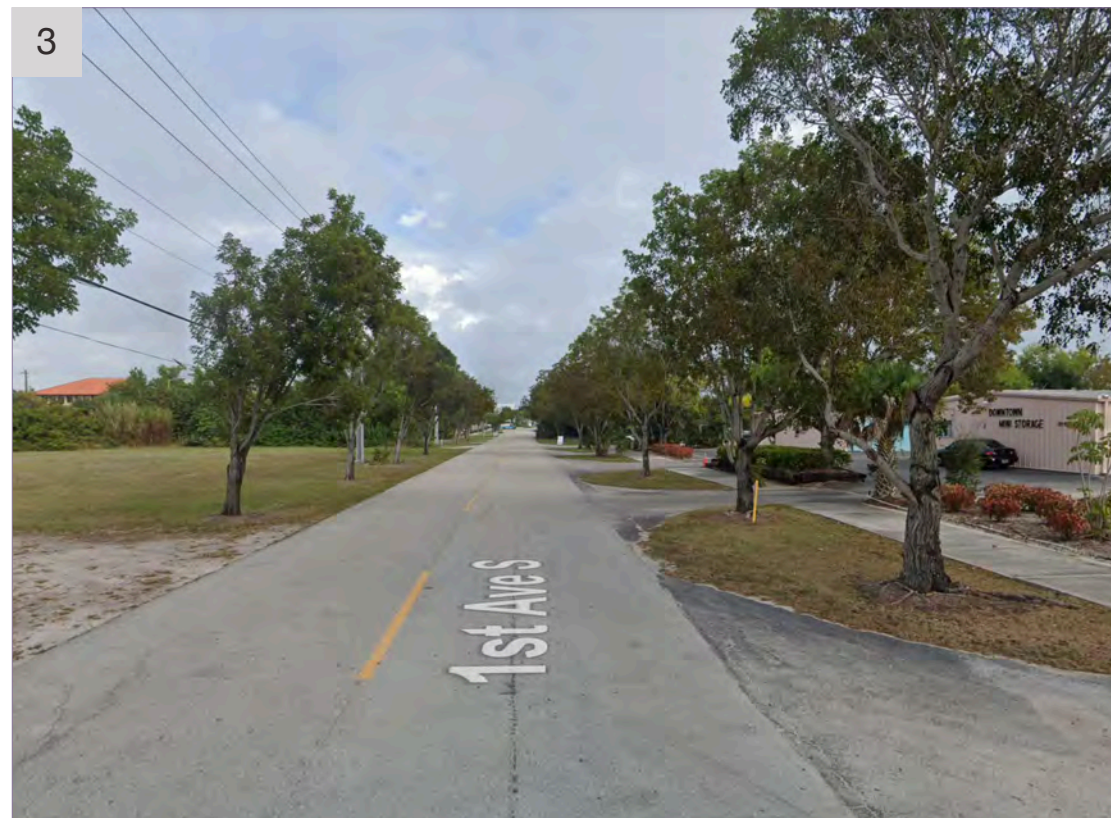
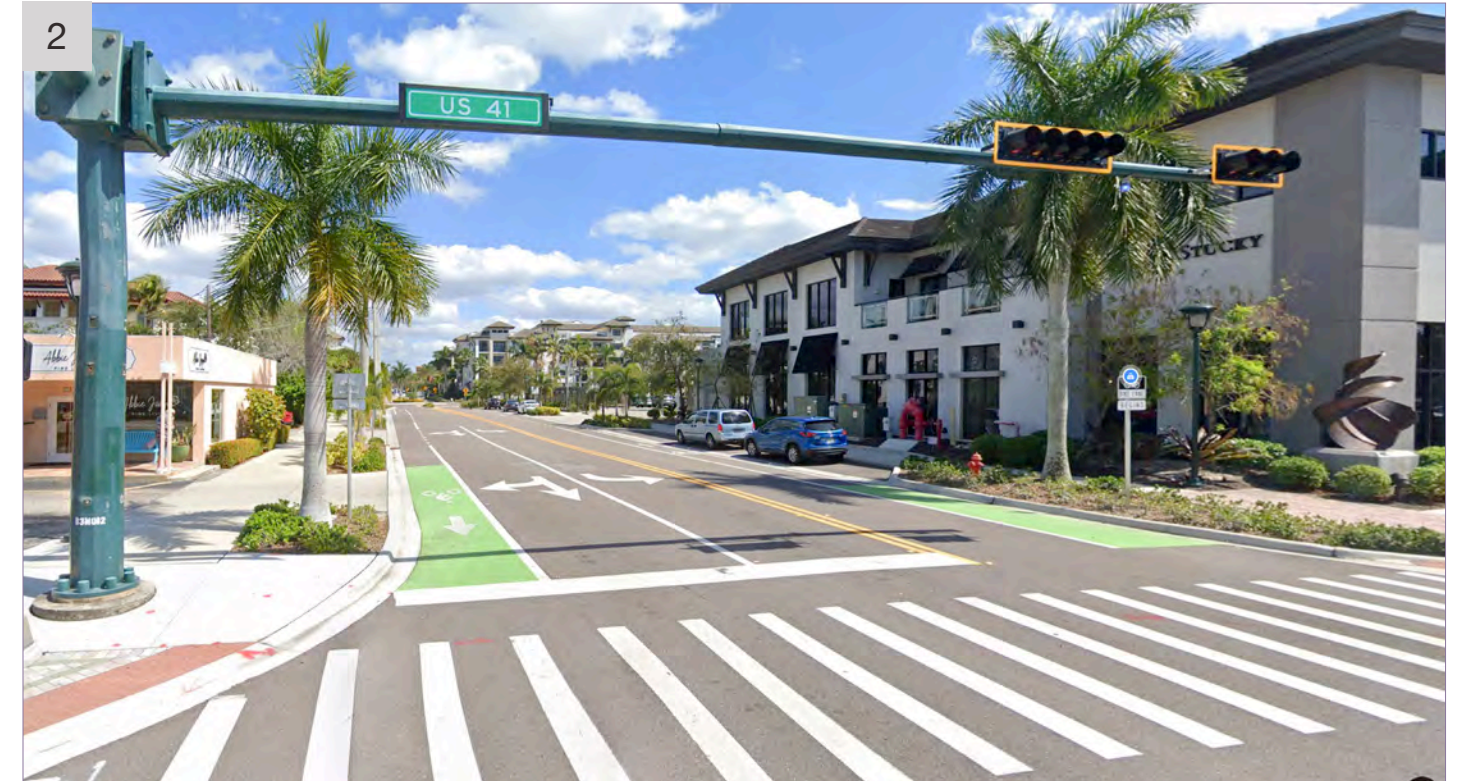
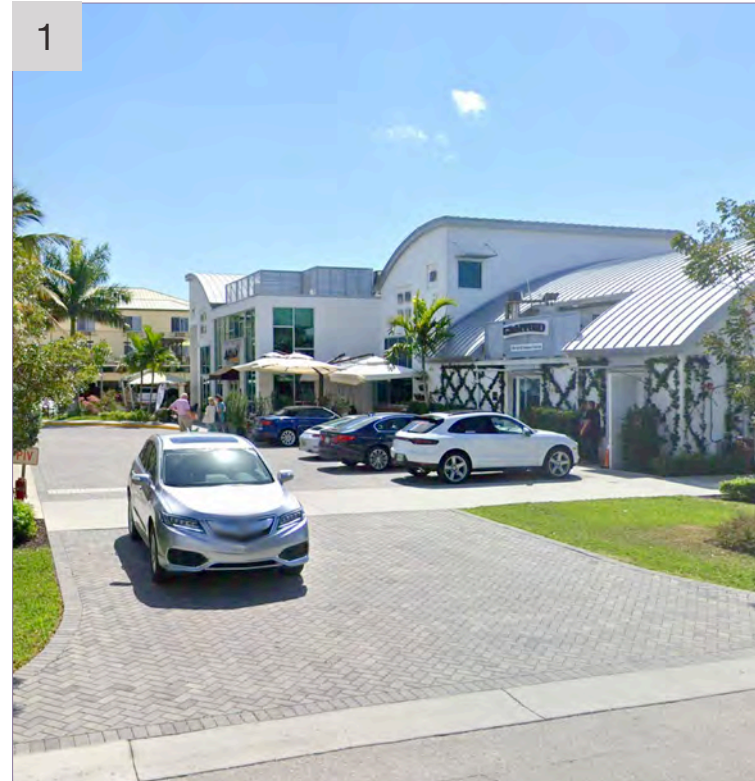
- **Some** alleys have been renovated into beautiful parking courts. (1)
- **Some** streets have been redone to include bike lanes and parallel parking. (2)
- **Some** streets could accommodate parallel or head-in parking in the future. (3) (4)
- **Future** parking deck to be built with playhouse.

Discussion

- The future playhouse parking deck will provide needed parking, however many spaces are pre-assigned. Is locating a second parking deck needed?
- Do streets without parking need redesigns to include it? (3) (4)
- Should alley/rear parking be leased by the city? This would remove onerous liability for small businesses and allow for sharing/pooling of parking for all to use. (1)

Potential Improvements

- **Develop** streetscape standards for future alley/rear parking redevelopment, similar to that of Grappino. (1)
- **Plan** for the redesign of streets where parking can be accommodated. (3) (4)
- **Future** street designs should include parallel and/or head-in parking, potentially bike lanes as well. (3) (4)
- **Even** if the need isn't urgent, find a location for a future parking deck.



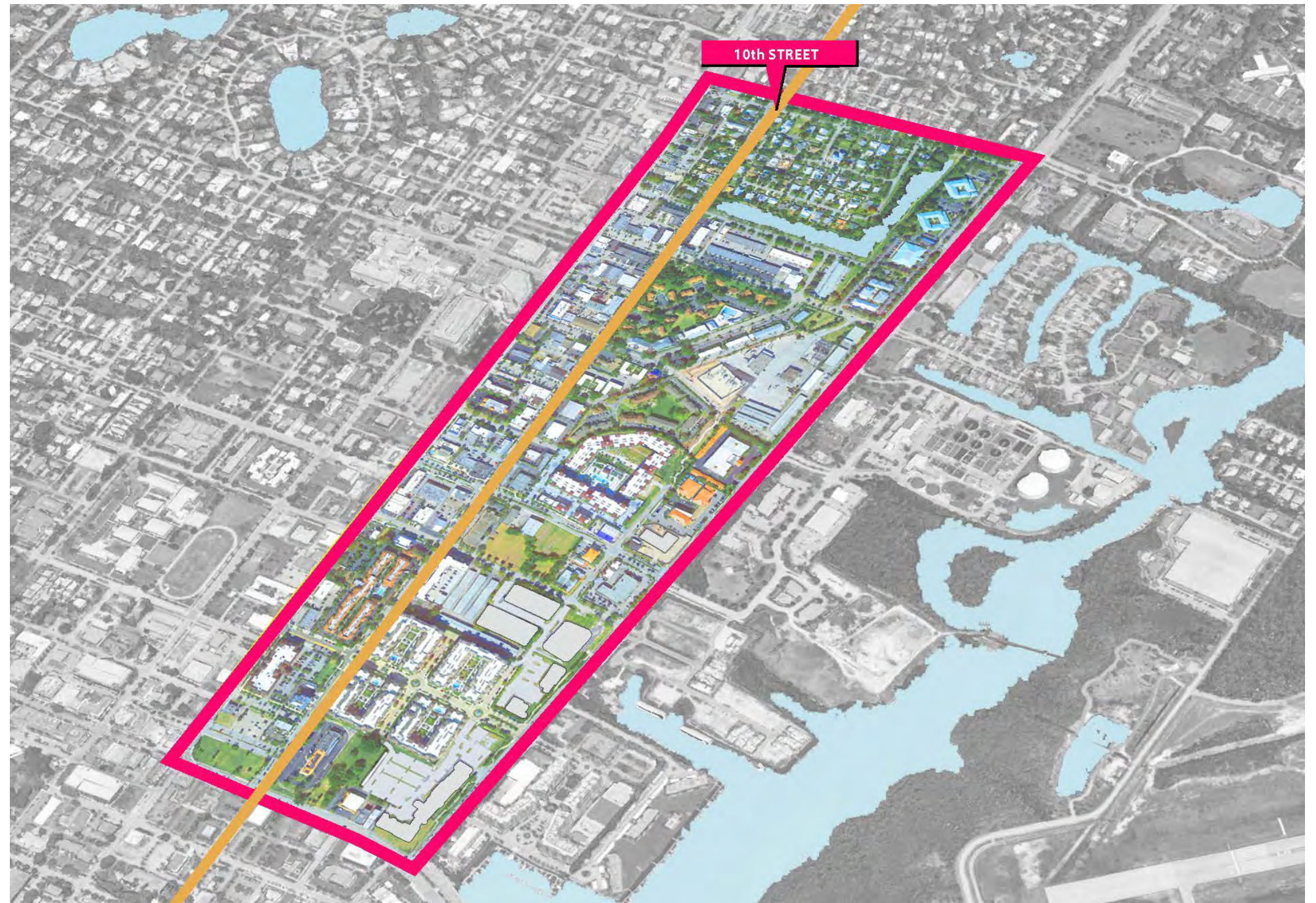
CONNECT THE DISTRICT

10TH STREET: THE DESIGN DISTRICT SPINE

10th Street is the principal north-south connecting spine for the entire District. It is the District's lone connector from the Lake Park neighborhood to 5th Avenue South. Thus, it must accommodate pedestrians, cyclists, and motorists equally. Because of its scale, the street is generally pleasant to stroll, but it remains an uneven pedestrian experience in many places because of the quality and irregularity of sidewalk placement, landscaping, parking, and business frontages. The following pages identify some of the issues and proposed solutions.

Two major stormwater and utility studies will be presented to City Council this fall and their data, analysis and recommendations should inform the design of infrastructure improvements within the entire District, but particularly 10th St.

Traffic calming has been identified as a need by some residents, and this report supports the inclusion of tactical art as a technique to both slow car traffic and engage the community through the creation of floor murals. A competition has been suggested to solicit designs by residents of all ages for a key intersection painting as a way to launch the new vision for the Design District.



CONNECT THE DISTRICT

10TH STREET SPINE – 5TH AVE S TO CENTRAL AVE

Observation

- **Landscape:** Character varies, but typically planters with palm trees, some shade trees.
- **Streetscape:** Mixed parallel parking for most of the south section, except at Central where the east frontage is a parking lot. New developments – Naples Square engages minimally with the street frontage but adds landscaping and The Collective which successfully fronts 10th with a plaza and a fully glazed frontage. Four Corners remains undeveloped at 5th Ave S.
- **Green spaces:** No parks are located in the south section of 10th S., but many setbacks are amply planted on the trail.



Discussion

- How can 10th street become more inviting for pedestrian connectivity?
- Where can shade trees be added?
- How can the parks be better programmed and utilized?
- **Several** of the more suburban frontages on 10th may be for sale. These should be master planned for future redevelopment.
- How can business frontages be encouraged on 10th instead of just on the avenues so they have dual-frontages?



Potential Improvements

- **Landscape:** Add shade trees.
- **Streetscape:** Incentivize more active uses facing street, front entrances, the removal of head-in parking, and the lining/screening of parking lots.
- **Green spaces:** Require non-active, unglazed frontages to provide “gifts to the street” such as benches, fountains, shade structures, etc.
- **Public Art:** This corridor should embrace the district’s art theme. Providing more opportunities for art installations would promote pedestrian activity on 10th.



CONNECT THE DISTRICT

10TH STREET SPINE – CENTRAL AVE TO 5TH AVE N

Observation

- **Landscape:** Character varies, but typically planters with palm trees, some shade trees. Mature trees along GW Carver Community.
- **Streetscape:** Mixed. Some parallel parking but considerable head-in parking (sometimes intruding or replacing the sidewalk) and unlined parking lots are disruptive to pedestrian flow. The backs of Carver townhomes face the 10th St. frontage.
- **Green spaces:** Two park spaces are located on 10th St (Community Center Lawn and Cambridge Perry Park).



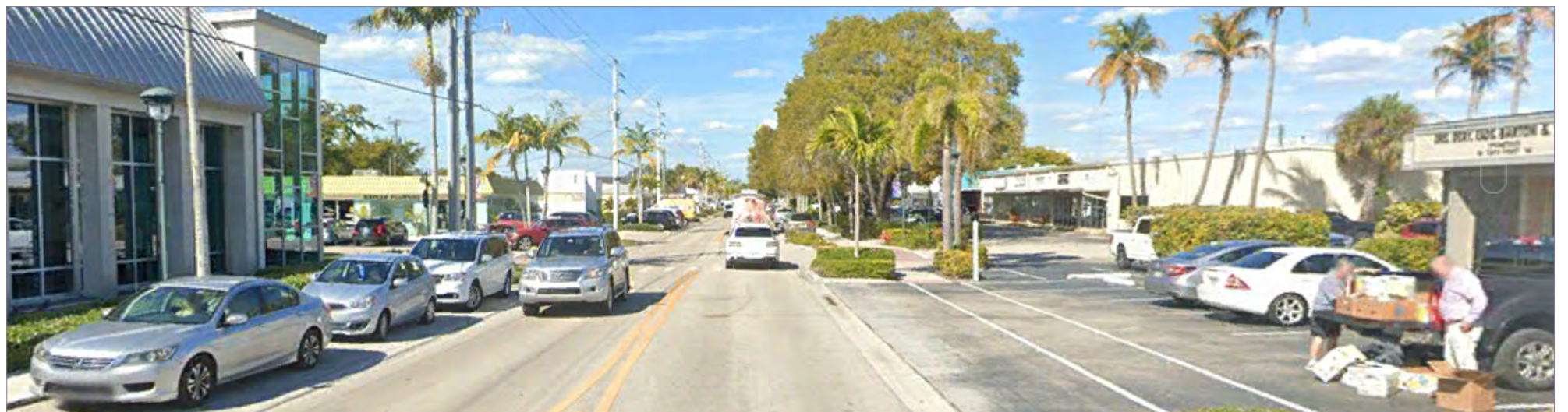
Discussion

- How can 10th street become more inviting for pedestrian connectivity?
- Where can shade trees be added?
- How can the parks be better programmed and utilized?
- Several of the more suburban frontages on 10th may be for sale. These should be master planned for future redevelopment.
- How can business frontages be encouraged on 10th instead of just on the avenues, so they have dual-frontages?



Potential Improvements

- **Landscape:** Add shade trees.
- **Streetscape:** Incentivize more active uses facing street, front entrances, the removal of head-in parking, and the lining/screening of parking lots.
- **Green spaces:** Require non-active, unglazed frontages to provide “gifts to the street” such as benches, fountains, shade structures, etc.
- **Public Art:** This corridor should embrace the District’s art theme. Providing more opportunities for art installations would promote pedestrian activity on 10th.



CONNECT THE DISTRICT

10TH STREET SPINE – 5TH AVE N TO 7TH AVE N

Observation

- **Landscape:** The Lake Park neighborhood of single family homes feature landscaped front yards. Mature trees and palms throughout.
- **Streetscape:** Mostly single-story, mid-century homes set back from the street, with sidewalks on both sides.
- **Green spaces:** A canal-lined park serves as the southern entrance to the Lake Park neighborhood.



Discussion

- How can the north section of 10th street become more useful and amenable to nearby residents?
- Where can shade trees be added?
- Can the redevelopment of the suburban style shopping center between 6th Ave and 5th Ave. N. be incentivized?
- What improvements are needed in Lake Park?



Potential Improvements

- In addition to better stormwater drainage, the burial of overhead lines would help the aesthetics of this section of 10th.
- The redevelopment of the shopping center between 6th Ave and 5th Ave. could provide needed neighborhood services and a better pedestrian experience into the design District.



CONNECT THE DISTRICT

10TH STREET SPINE – KEY IMPROVEMENTS TO THE PEDESTRIAN REALM



INFILL / REDEVELOPMENT

- Place new buildings to define the street frontage.
- Frame alley openings with buildings, structures or landscaping for better street definition.

SIDEWALKS

- Widen where possible (6-8 ft).
- Prioritize continuity.
- Bring to ADA-compliance.

PARKING

- Prioritize parallel/on-street.
- Remove head-in spaces that encroach sidewalk/property, or add wheel stops.
- Remove/screen parking lots.

SHADE

- Add:
- Trees
 - Awnings
 - Canopies
 - Galleries

TRAFFIC CALMING

- Add:
- Textured pavement at pedestrian crossings.
 - Raised crossings at major intersections.
 - Painted street murals.

PEDESTRIAN AMENITIES

- Add:
- Art
 - Seating
 - Fountains
 - Bicycle Racks

CONNECT THE DISTRICT

STREET SECTION - PROPOSAL 10TH STREET NORTH



Current 10th Street North

The right of way of 10th Street has a varying width along its trajectory. For most of its length north of Central, 10th Street has a width of 60 feet.

The 60 ft. width allows a reallocation of pavement to accommodate angled parking for more on-street capacity on the east side and wider sidewalks in certain places.



Potential 10th Street North

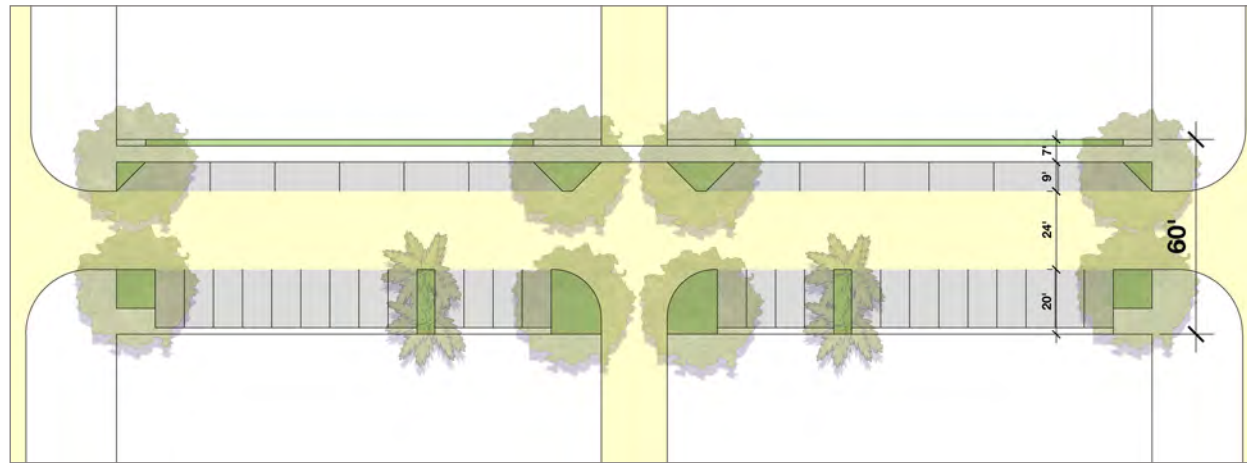
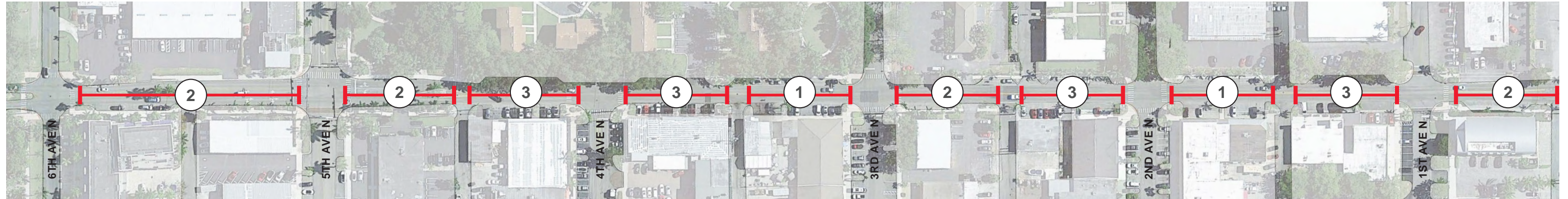
CONNECT THE DISTRICT

10TH STREET NORTH – PARKING OPTIONS

Improvements along 10th St are a priority for the City. In addition to enhancements south of Central Ave., several landscaping and infrastructure improvement plans are in the works. Parking needs to be taken into account

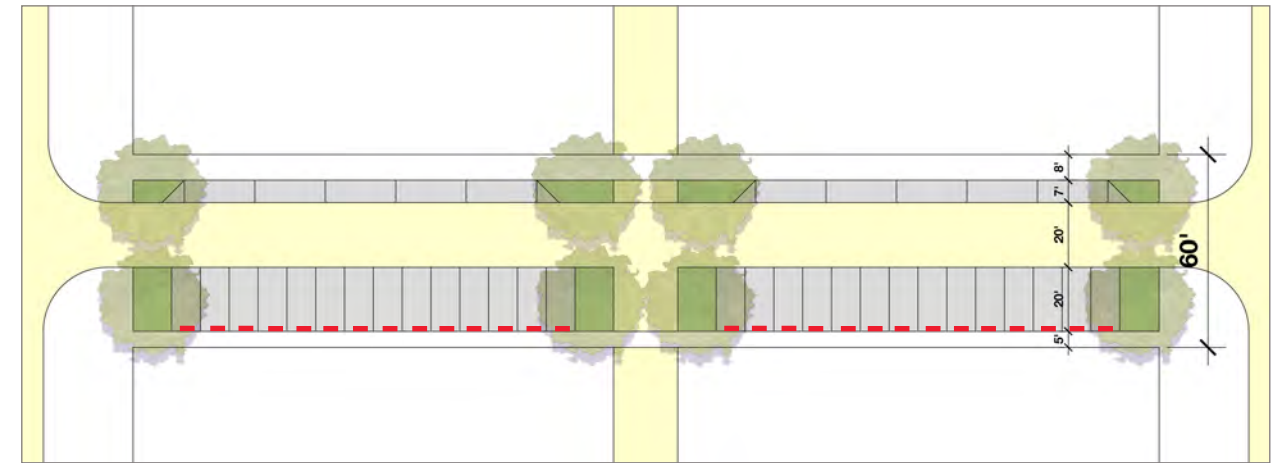
holistically with these other upgrades, and a more detailed parking study for 10th Street should look at increasing the parking count where possible. Maintaining the current mix of head-in and parallel spaces might make the most sense

in terms of overall parking count. The parking fronting 10th Street North, from Central Ave. to 6th Ave. N., follows an irregular, alternating pattern of head-in and parallel conditions.



Existing conditions: For most of this section of 10th Street N, there is Head-in Parking on one side with parallel parking on the other.

- No wheel stops present along front of head-in parking spaces.
- Vehicles encroach into the sidewalk, despite ample room to stay clear of it.
- **Total parking spaces: 38**



Option ①

Head-in Parking on one side & Parallel Parking on opposite side.

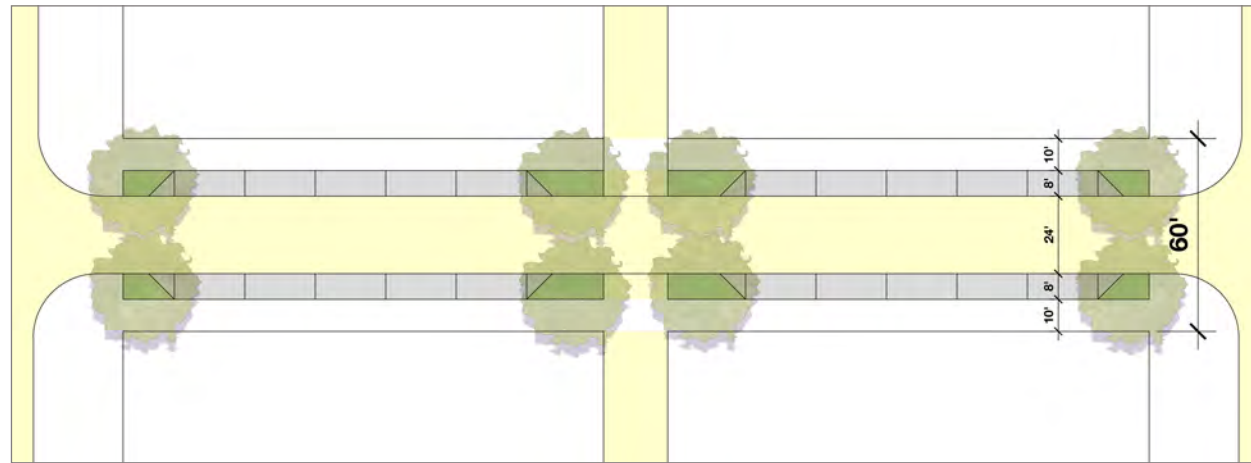
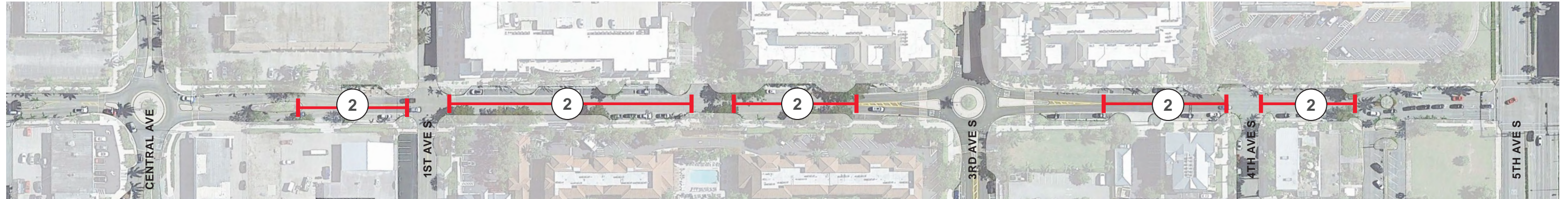
- Add wheel stops in front of head-in parking spaces for better utilization of space and more generous sidewalk. - - -
- Reorganize parking to maximize total space count where possible.
- **Total parking spaces: 38**

CONNECT THE DISTRICT

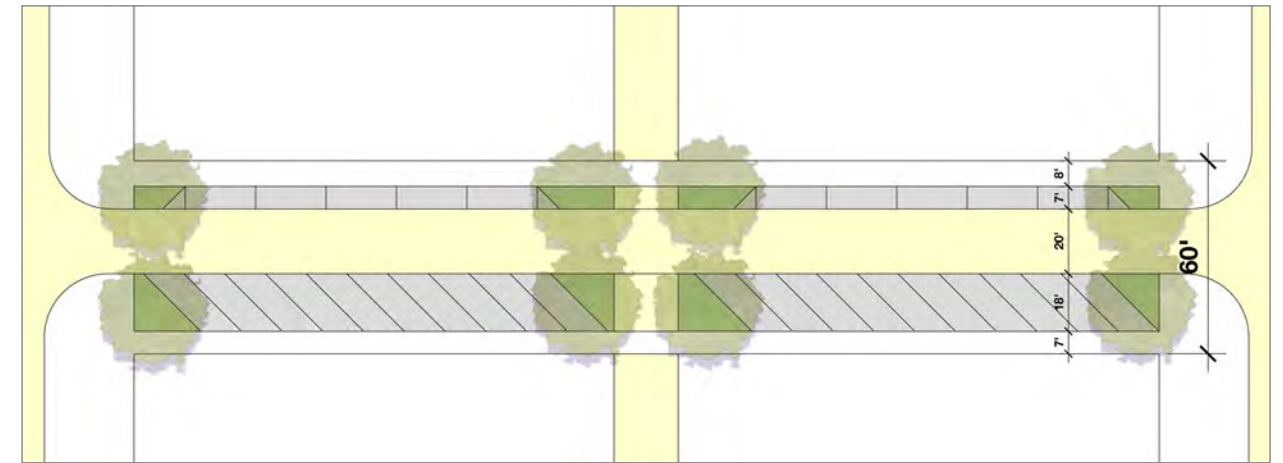
10TH STREET SOUTH – PARKING OPTIONS

Generally occurring along the west side, the head-in parking spaces are not well-defined and vehicles encroach onto the sidewalk in places. Parallel parking is primarily present along the east side, periodically interrupted with

driveways and landscaping. Angled parking was studied during the charrette and appears in several of the proposals in this chapter. This option does not add extra spaces, but it makes parking easier upon arrival and widens sidewalks.



Option ②
 Parallel Parking on both sides to allow for wider sidewalks.
 • Total parking spaces: 20



Option ③
 Angled Parking on one side & Parallel Parking on opposite side.
 • Add wheel stops in front of angled parking spaces for better utilization of space and more generous sidewalk.
 • Reorganize parking to maximize total space count where possible.
 • Total parking spaces: 30

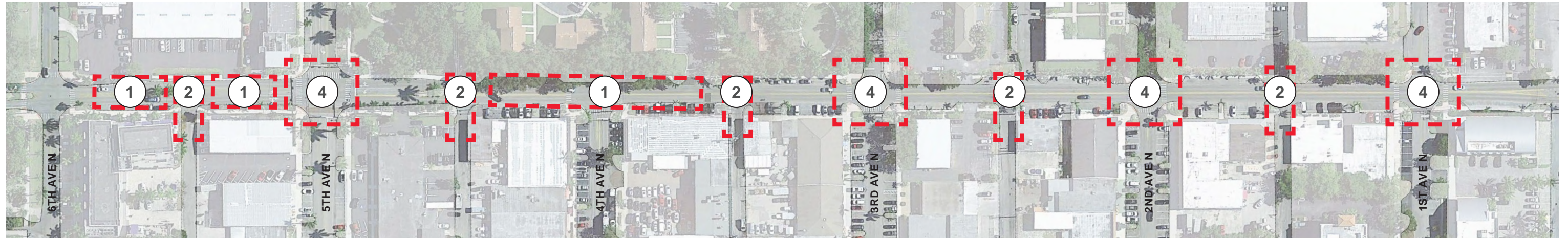
CONNECT THE DISTRICT

10TH STREET NORTH - TEMPORARY TACTICAL IMPROVEMENTS

The 41-10's emphasis on art and design should extend to the public realm, and it is in the public rights-of-way that the CRA can make some impactful first interventions to inspire the private sector. Through inexpensive, yet creative, use

of paint, tactical art could serve as a vehicle to engage the community to participate in the creation of the floor murals. Property and business owners can be inspired to make improvements and embellishments to shopfronts

and blank walls, and ideally in their alleyways, where the Design Walk can begin with small gestures of color.



① - Block as Plaza Treatment
Photo: Asphalt Art Guide



② - Alley Entrance Treatment
Photo: Asphalt Art Guide



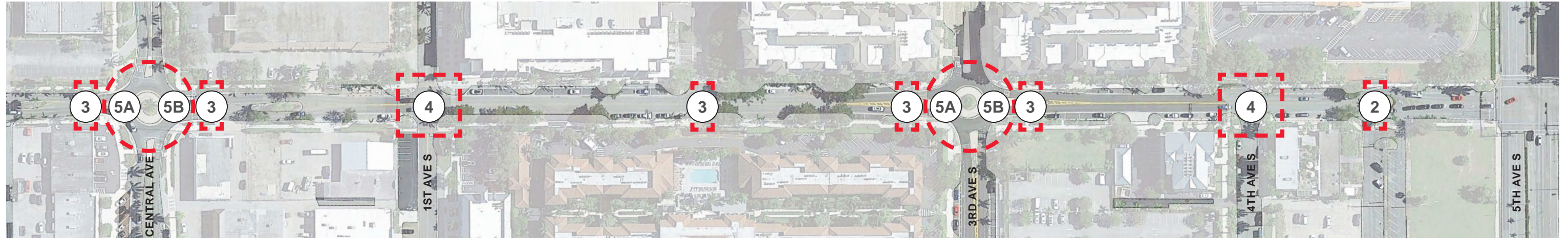
③ - Crosswalk Treatment
Photo: Asphalt Art Guide

CONNECT THE DISTRICT

10TH STREET SOUTH - TEMPORARY TACTICAL IMPROVEMENTS

Tactical urbanism advocates across the nation have been demonstrating the transformative power of applying paint to asphalt and concrete in artful. It has been used to test new traffic patterns, make safer crosswalks, slow cars

down at busy intersections, and create weekend pedestrian plazas for public markets and events on otherwise active thoroughfares.



④ - Intersection Treatment
Photo: Asphalt Art Guide



⑤A - Roundabout Design
Drawing: DPZ CoDESIGN



⑤B - Roundabout medallion being painted by area residents
Photo: DPZ CoDESIGN

CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: TRAILS & GREEN WAY NETWORKS



KEY (Dashed Line indicates Proposed)

Green line	Designated Bike Lane
Pink line	Shared-Use Pathway/Trail
Yellow line	Sharrows
Red line	Gordon River Greenway

Proposed Connections

- The City of Naples has conducted a Mobility and Connectivity Study (2017) as well as a Pedestrian and Bicycle Master Plan (2021) which are being periodically updated. These studies provide a thorough analysis and proposals that inform the street

sections that appear in this section. The above network map represents a compilation of inputs from charrette participants from various municipal and county agencies.

CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 5TH AVE N

Observation

- **Landscape:** Small amount of planters on this street, but a lack of shade trees.
- **Streetscape:** Typical thoroughfare with head-in parking. Much parking is provided on the north side. Small parking “pods” with frequent curb cuts on the south side of the street is not ideal.
- **Green Spaces:** None – slight lack of green on this thoroughfare but terminates on park.
- **Public Art:** None

Discussion

- The amount of curb cuts on the south side of the street is excessive. Almost all of the spaces serviced by these driveways could be relocated as on-street parking.
- Adjustments would help add more landscaping.
- Should public art be added somewhere along this thoroughfare?

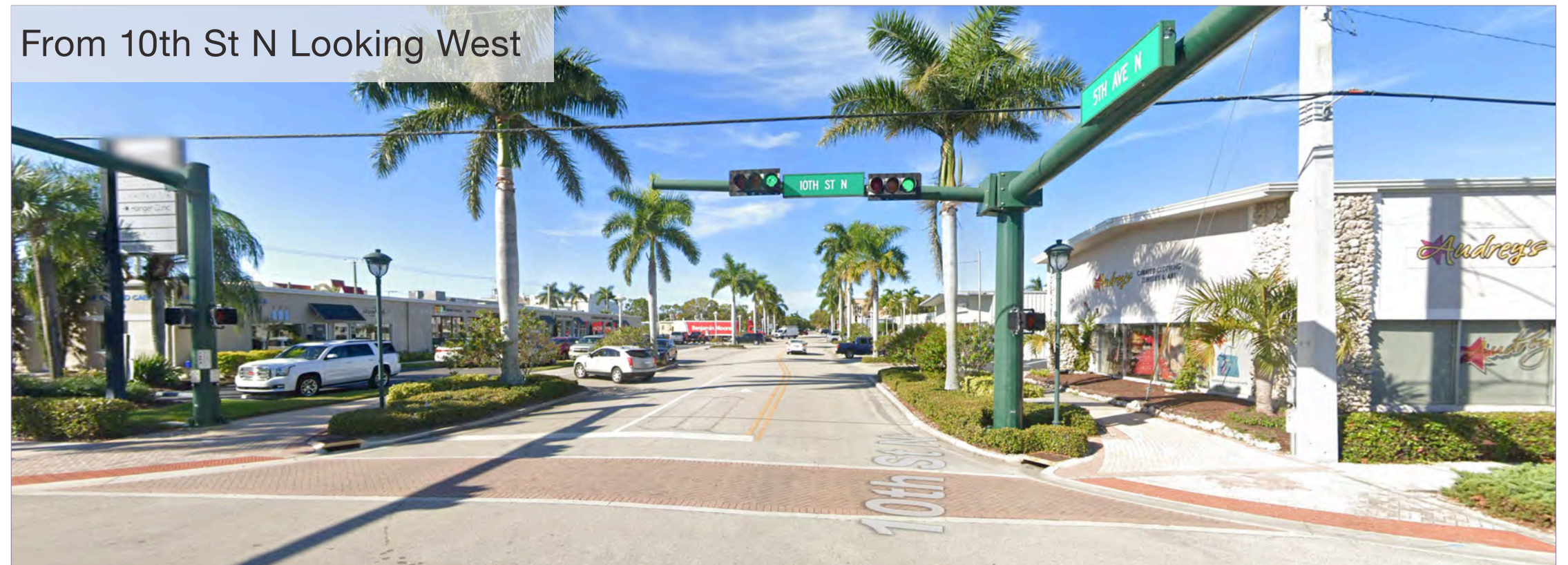
Potential Improvements

- **Landscape:** Street could use a few additional trees, preferably shade trees.
- **Streetscape:** Relocate parking for strip mall on south side of street to on-street parking.
- **Green spaces:** Convert the old parking area of the strip mall to green/plaza space.
- **Public Art:** Twin art pieces could be placed on the corners of 10th St N (photo right).

From US-41 Looking East



From 10th St N Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 6TH AVE N

Observation

- **Landscape:** Small number of planters on the south side of this street and a lack of shade trees.
- **Streetscape:** Typical thoroughfare with head-in parking. Tons of parking provided on south side. North side has gravel parking or planting areas (adjacent to SF residential).
- **Green spaces:** None, slight lack of green on this thoroughfare but terminates on trail.
- **Public Art:** None

Discussion

- With the north side of the street seeming to be underutilized/fronting two very different land uses, how should it be improved?
- Would it benefit the community at large to extend the trail along 6th Ave N to US-41?
- Should public art be added somewhere along this thoroughfare?

Potential Improvements

- **Landscape:** Street could use a few additional trees, preferably shade trees.
- **Streetscape:** Renovate north side of street into extension of the trail to US-41.
- **Green spaces:** Addition of the trail to the north side of the street will provide for more green space for the street.
- **Public Art:** Twin art pieces could be placed on the corners of 10th St N (photo right).

From US-41 Looking East



From 10th St N Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 5TH AVE PKWY

Observation

- **Landscape:** Thin planter in center overshadowed by utility lines running above.
- **Streetscape:** Thoroughfare is unique – not found elsewhere in the study area. One-way couplet with diagonal parking at center. Lack of sidewalk on both sides.
- **Green spaces:** Mostly vacant land along all frontages.
- **Public Art:** None observed.

Discussion

- Does the one-way layout of the street serve a benefit?
- Should the street section be changed to attempt to match the typical streets of the study area?
- Two-way drive lane with 90 degree parking on either side.

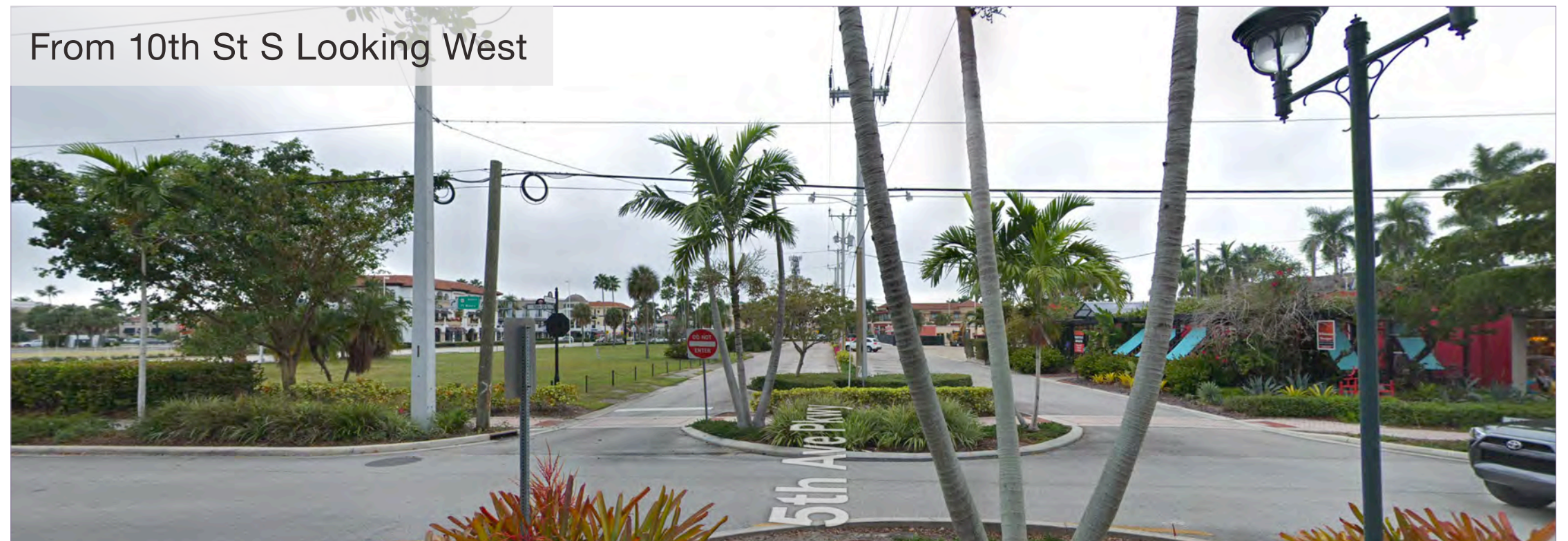
Potential Improvements

- **Landscape:** Plant shade trees in median and/or frontages.
- **Streetscape:** Add sidewalks to frontages.
- **Green spaces:** Bury and/or relocate utilities in median green space.
- **Public Art:** Encourage public art installations on vacant land, especially “gateway” property at the corner of 5th Ave S and US-41.

From US-41 Looking East



From 10th St S Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 4TH AVE S

Observation

- **Landscape:** Planter on north side of street is robust with bushes and trees. South side is lacks landscape.
- **Streetscape:** Thoroughfare is atypical – parallel parking rather than head-in. New building on north side is a decent example of proper new streetscape/frontage design.
- **Green spaces:** Mostly un-lined parking lots on south side.
- **Public Art:** None observed.

Discussion

- Should streetscape and landscaping on south side of street be addressed before redevelopment of parking lots?
- Should public art be added somewhere along this thoroughfare?

Potential Improvements

- **Landscape:** All future trees should be shade trees rather than palms.
- **Streetscape:** Change striped area in top photo to a planted median (gateway moment).
- **Green spaces:** Add ground cover/bushes to south side planting strips.
- **Public Art:** Small art piece could be placed in planted gateway median.

From US-41 Looking East



From 10th St S Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 3RD AVE S

Observation

- **Landscape:** Already improved with planters and planted roundabout.
- **Streetscape:** Already improved width in bike lanes and parallel parking.
- **Green spaces:** Vacant lot on southeast corner.
- **Public Art:** Sculpture at corner of Robb & Stuckey building.

Discussion

- Bike lane is a great addition. Can these be added on other thoroughfares to form a comprehensive network?
- Should public art be added somewhere along this thoroughfare?

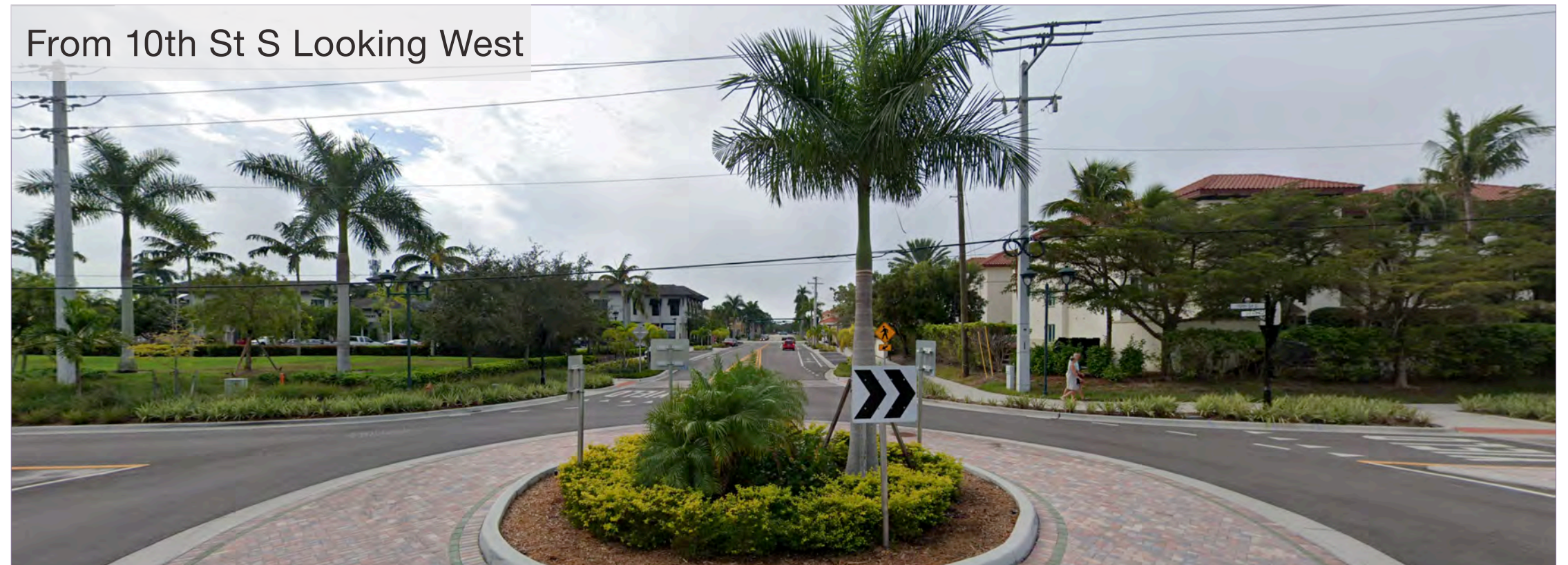
Potential Improvements

- **Landscape:** All future trees should be shade trees rather than palms.
- **Streetscape:** None
- **Green spaces:** None
- **Public Art:** Additional sculpture could be added across from the existing one to form a gateway moment.

From US-41 Looking East



From 10th St S Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 1ST AVE S

Observation

- **Landscape:** Some planter areas near the center of the street lack planting.
- **Streetscape:** Typical thoroughfare with head-in parking.
- **Greenspaces:** None
- **Public Art:** Wall murals on side of building on corner of US-41.

Discussion

- Seems to be a lack of street lighting on this thoroughfare?
- Should public art be added somewhere along this thoroughfare?

Potential Improvements

- **Landscape:** All future trees should be shade trees rather than palms.
- **Streetscape:** Change striped area in top photo to a planted median (gateway moment). Add curbed planted area at edge of parking on south side.
- **Greenspaces:** Add ground cover/bushes to center planting strips.
- **Public Art:** Small art piece could be placed in planted gateway median.

From US-41 Looking East



From 10th St S Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) CENTRAL AVE

Observation

- **Landscape:** Already improved with planters and planted roundabout.
- **Streetscape:** Already improved with bike lanes and parallel/diagonal parking.
- **Greenspaces:** None
- **Public Art:** None

Discussion

- Bike lane is a great addition. Can these be added on other thoroughfares to form a comprehensive network?
- Should public art be added somewhere along this thoroughfare?

Potential Improvements

- **Landscape:** All future trees should be shade trees rather than palms.
- **Streetscape:** None
- **Greenspaces:** Add greenspace if possible.
- **Public Art:** Difficult to find locations within the ROW due to extensive landscaping.

From US-41 Looking East



From 10th St N Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 1ST AVE N

Observation

- **Landscape:** Some planter areas lack planting. Great shade trees on this street.
- **Streetscape:** Typical thoroughfare with head-in parking. There are areas in planter for additional parking spaces.
- **Green spaces:** None
- **Public Art:** Wall murals on side of building on corner of US-41.

Discussion

- Seems to be a lack of street lighting on this thoroughfare?
- Should public art be added somewhere along this thoroughfare?
- Do stakeholders feel favorably about the aesthetics of the new alley/parking area on the south side of the block? Could this become a standard for the District?
- Why the lack of planting in front of the Design Studio (lower image)?

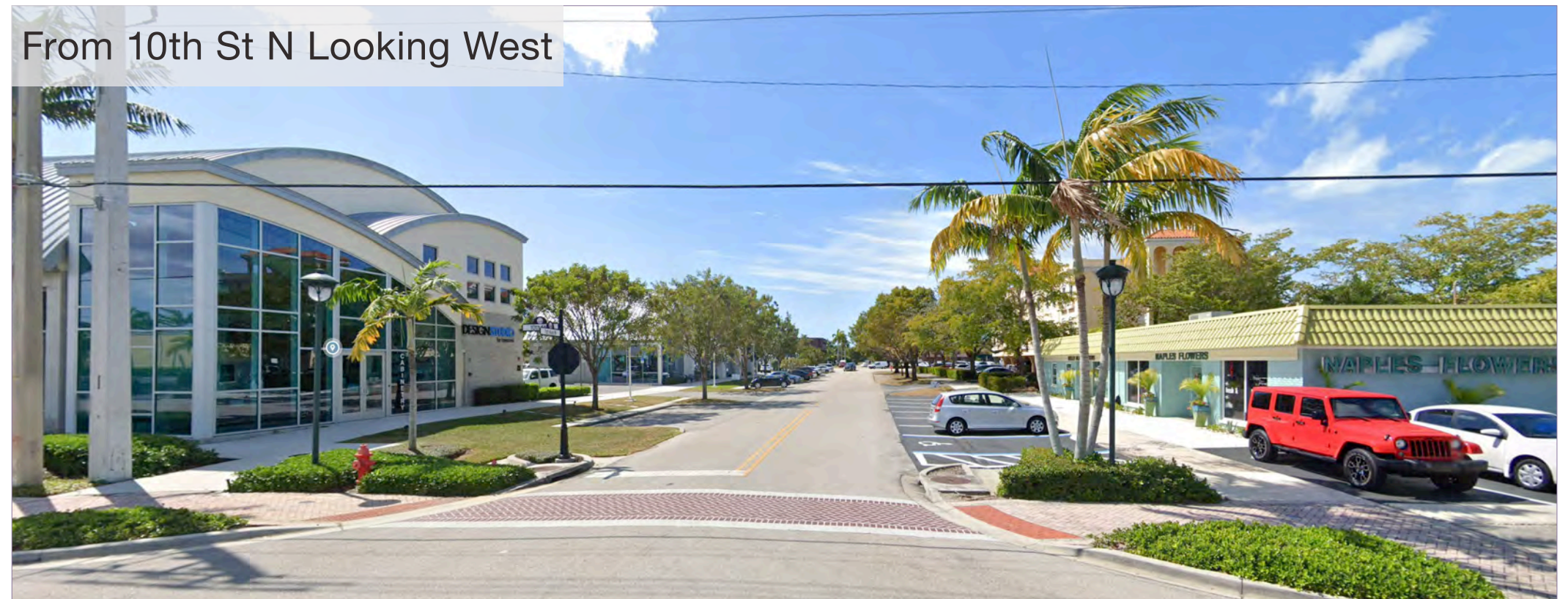
Potential Improvements

- **Landscape:** Add more planting to planters (or convert to parking).
- **Streetscape:** Use the streetscape of the parking area/alley behind Grappino as a standard for the District.
- **Green spaces:** Add ground cover/bushes to grass planting strips.
- **Public Art:** Art pieces could be placed in planters or in the alley parking court.

From US-41 Looking East



From 10th St N Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 2ND AVE N

Observation

- **Landscape:** Small amount of planters on this street but decent percentage of shade trees.
- **Streetscape:** Typical thoroughfare with head-in parking. More parking is provided.
- **Green spaces:** None, slight lack of green on this thoroughfare.
- **Public Art:** None

Discussion

- The large amount of provided parking is great, but is it being properly utilized?
- Could a few parking spaces be sacrificed for more landscaping.?
- Should public art be added somewhere along this thoroughfare?

Potential Improvements

- **Landscape:** South side of street could use a few additional trees, preferably shade trees.
- **Streetscape:** Upgraded crosswalks to match rest of District.
- **Green spaces:** Add more green to the block.
- **Public Art:** Twin art pieces could be placed on the corners of 10th St N (photo right).

From US-41 Looking East



From 10th St N Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 3RD AVE N

Observation

- **Landscape:** Small amount of planters on this street and a lack of shade trees.
- **Streetscape:** Typical thoroughfare with head-in parking. Tons of parking provided. Parking lot facing US-41 on north side of street is not ideal.
- **Green spaces:** None, slight lack of green on this thoroughfare but terminates on community center green space.
- **Public Art:** None

Discussion

- The large amount of provided parking is great. Looks to be better utilized than 2nd Ave N (via googlemaps).
- Could a few parking spaces be sacrificed for more landscaping?
- Should public art be added somewhere along this thoroughfare?

Potential Improvements

- **Landscape:** Street could use a few additional trees, preferably shade trees.
- **Streetscape:** Upgraded crosswalks to match rest of District. Redevelop US-41 frontages.
- **Green spaces:** Add more green to the block.
- **Public Art:** Twin art pieces could be placed on the corners of 10th St N (photo right).

From US-41 Looking East



From 10th St N Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 4TH AVE N

Observation

- **Landscape:** Small amount of planters on this street and a lack of shade trees, especially on north side of street.
- **Streetscape:** Typical thoroughfare with head-in parking. Tons of parking provided.
- **Green spaces:** None, slight lack of green on this thoroughfare.
- **Public Art:** None

Discussion

- The large amount of provided parking is great, but is it being properly utilized?
- Could a few parking spaces be sacrificed for more landscaping?
- Should public art be added somewhere along this thoroughfare?

Potential Improvements

- **Landscape:** Street could use a few additional trees, preferably shade trees and on the north side of the street.
- **Streetscape:** Upgraded crosswalks to match rest of District.
- **Green spaces:** Add more green to the block.
- **Public Art:** Art could be placed in front of the blank wall of Dunkin on US-41.

From US-41 Looking East



From 10th St N Looking West



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 5TH AVE N

Observation

- **Landscape:** Abundant trees, many of which are shade trees.
- **Streetscape:** Vehicle-centric thoroughfare design. Very little on-street parking.
- **Green spaces:** Consistent planters on side of thoroughfare. Bushes at strip-mall act as a barrier to connectivity.
- **Public Art:** None

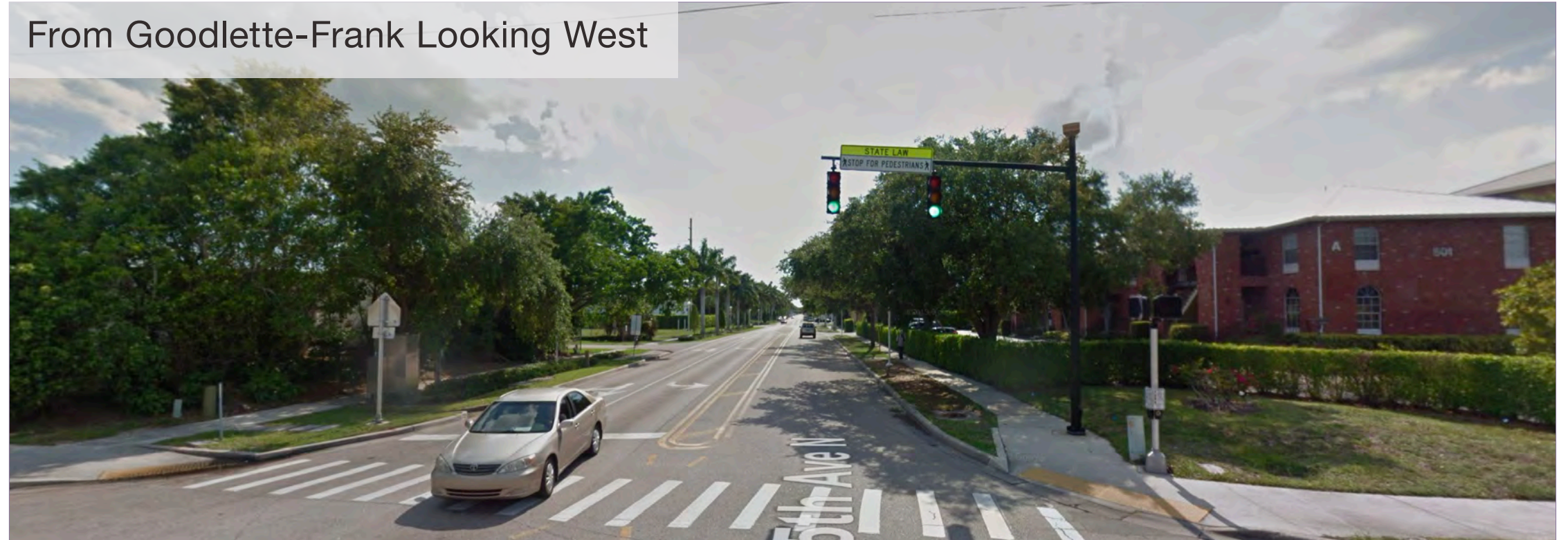
Discussion

- With the north side of the street seeming to be underutilized/fronting two very different land uses, how should it be improved?
- Would it benefit the community at large to extend the trail along 6th Ave N to US-41?
- Should public art be added somewhere along this thoroughfare?

Potential Improvements

- **Landscape:** Street is well landscaped. Bushes in front of strip-mall should have gaps.
- **Streetscape:** Add more parking (parallel or head-in) where possible.
- **Green spaces:** Remove smaller planters that lack trees to provide additional parking spaces.
- **Public Art:** Art piece could be placed on the north corner of 5th Ave N (photo right).

From Goodlette-Frank Looking West



From 10th St N Looking East



CONNECT THE DISTRICT

DISTRICT DIAGNOSTICS: (SPECIFIC) 1ST AVE S (EAST)

Observation

- **Landscape:** Decent amount of shade trees along street.
- **Streetscape:** Small, non-renovated street with no curb and no planter/sidewalk for large sections.
- **Green spaces:** Tons of vacant land, especially on north side of street.
- **Public Art:** None

Discussion

- With the playhouse coming soon to the east end of this street, the redesign of the section as it connects back to 10th St is critical.
- Is the addition of parking important to the future of this street?
- Are there any future plans for the mini-storage parcel?

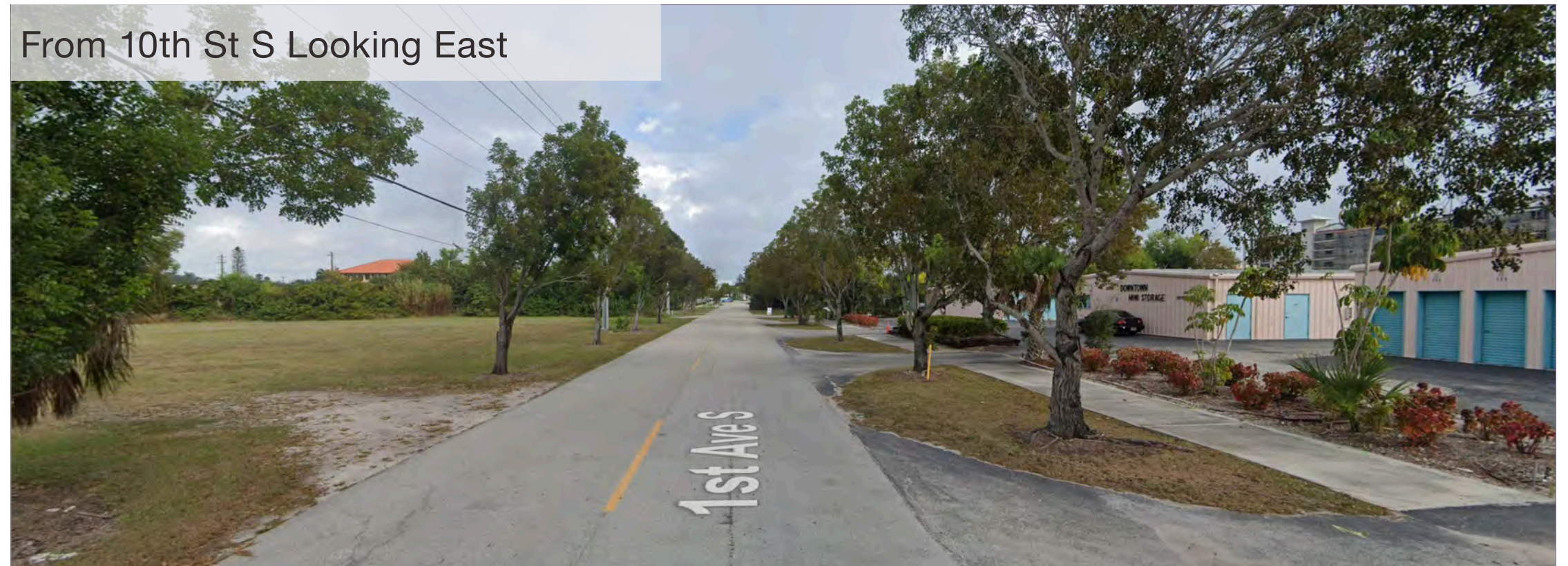
Potential Improvements

- **Landscape:** Ground cover can be added to planters following redesign of street.
- **Streetscape:** Add parking and sidewalks.
- **Green spaces:** A linear park could be added, helping connect the playhouse to the center of the District.
- **Public Art:** This street is a prime candidate for future public art. It will be highly-trafficked and it will be redesigned/rebuilt. Locations for art can be identified.

From Goodlette-Frank Looking West



From 10th St S Looking East



CONNECT THE DISTRICT

STREET SECTION – PROPOSAL 1ST AVE SOUTH



Current 1st Ave South

1st Avenue South will become an important east-west thoroughfare with the arrival of the new Gulfshore Playhouse at Goodlette-Frank Road.

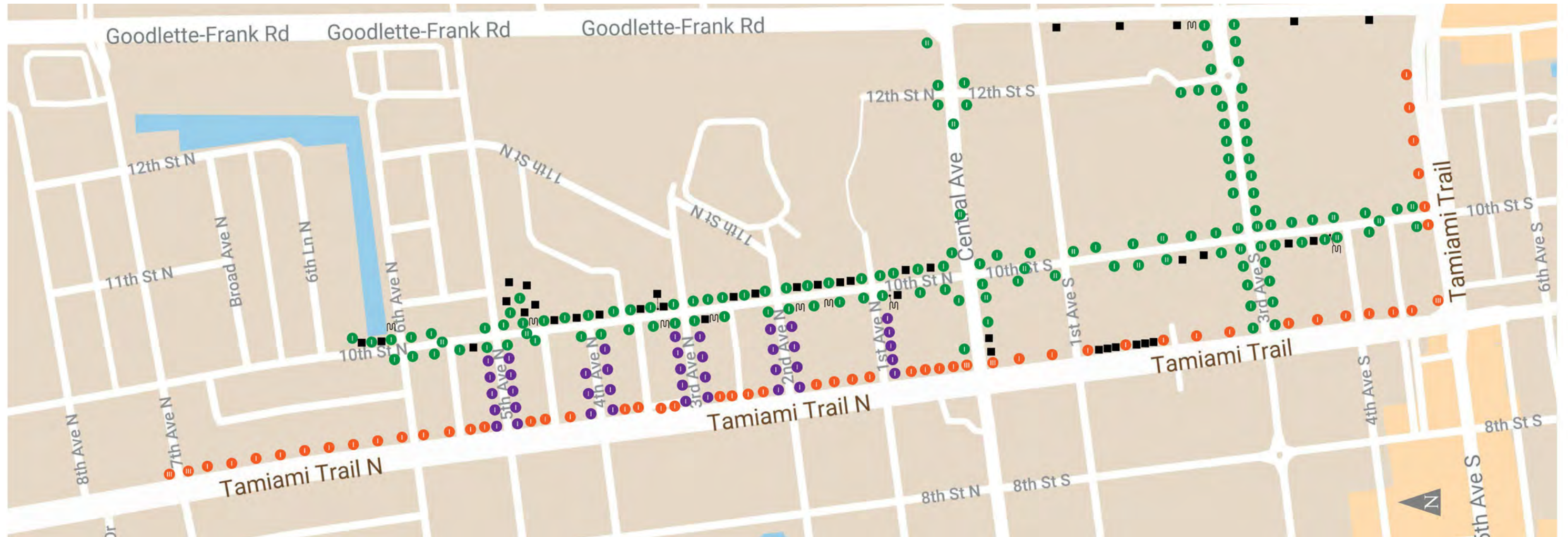
The 80 ft. right-of-way width allows a reallocation of pavement to accommodate bicycle lanes in both directions, with angled parking for more on-street capacity on the south side and the addition of sidewalks.



Potential 1st Ave South

CONNECT THE DISTRICT

DESIGN DISTRICT LIGHT POLES & PEDESTRIAN AMENITIES



The Naples Design District Association produced this study documenting the variety and location of light fixtures. In post-charrette consultations with the City Streets &

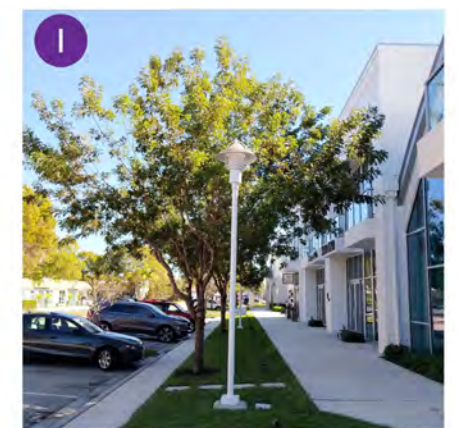
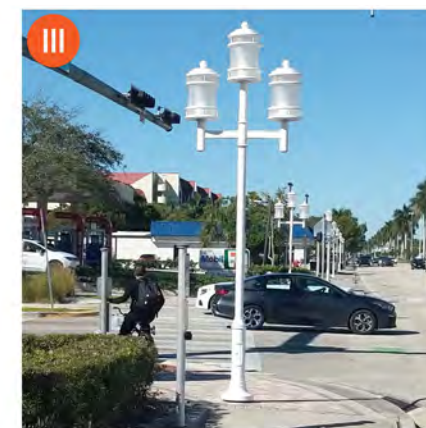
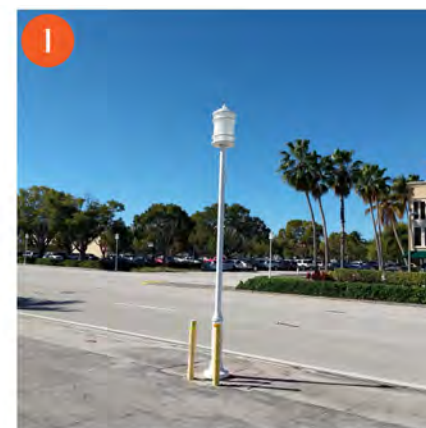
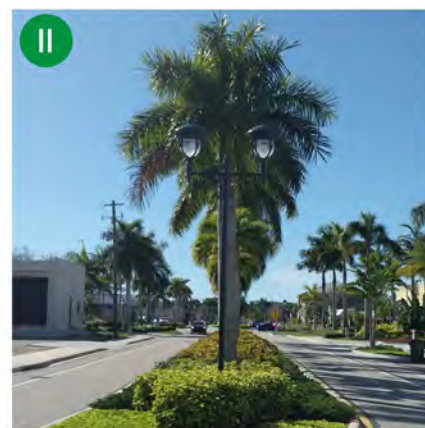
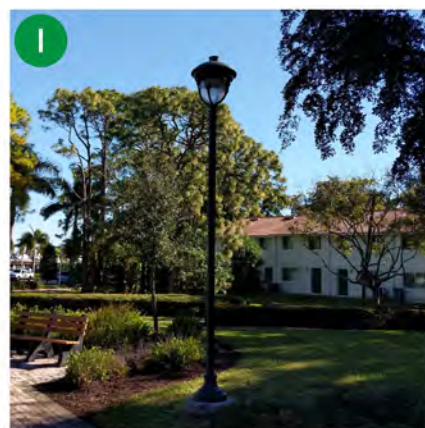
Traffic staff, it has been determined that for the sake of consistency light poles in the style of fixture (I) shall be the citywide standard. It will be within the Design Walk

that a more modern-industrial aesthetic shall direct the selection of light fixtures.

KEY

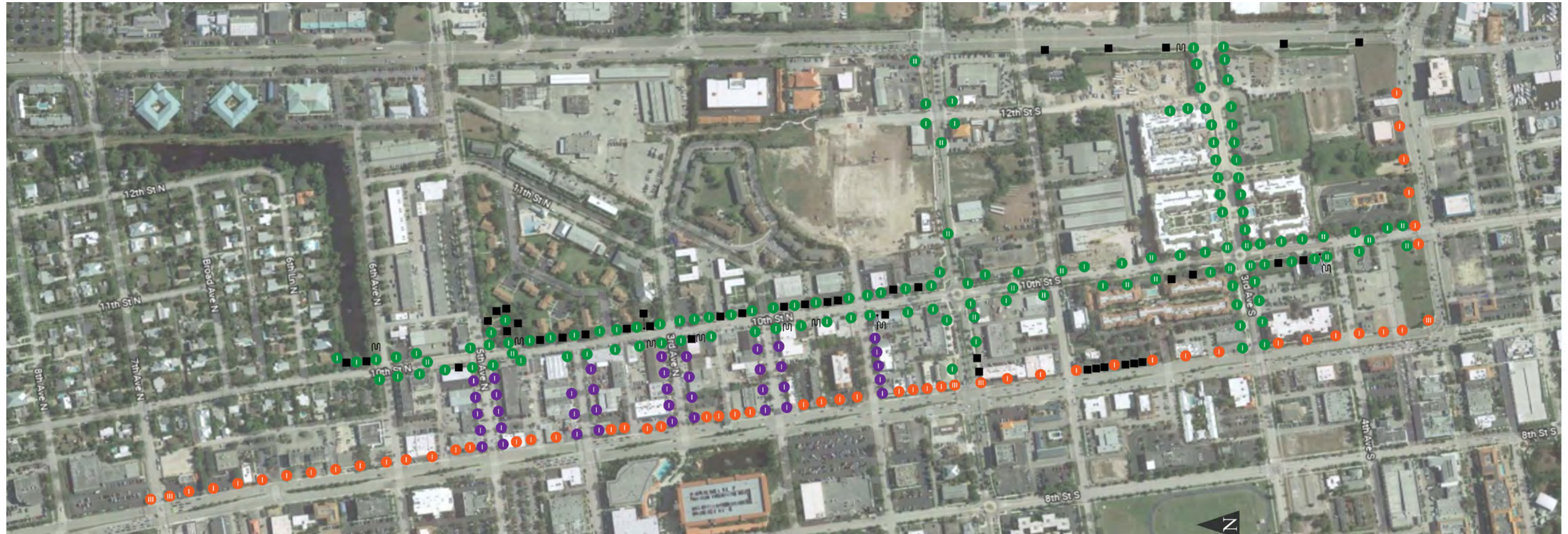
- -TYPE 1
- -TYPE 2
- -TYPE 3
- -BENCH
- BIKE RACK

TYPE INDICATED BY COLOR, NUMERAL (I-III) INDICATES NO. OF HEADS ON LIGHT POLE



CONNECT THE DISTRICT

DESIGN DISTRICT LIGHT POLES & PEDESTRIAN AMENITIES



The Naples Design District Association produced this study documenting the variety and location of street furniture. For the sake of consistency this Master Plan

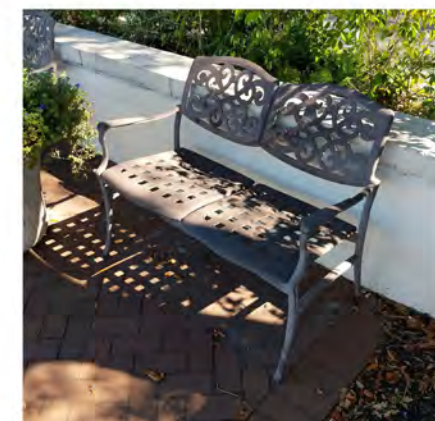
recommends that one family of furnishings be selected and that they be consistent with those selected for elsewhere in the downtown. It is within the Design Walk

that a more modern-industrial aesthetic shall direct the selection of street furniture.



KEY

- -TYPE 1
 - -TYPE 2
 - -TYPE 3
 - -BENCH
 - (M) -BIKE RACK
- TYPE INDICATED BY COLOR, NUMERAL (I-III) INDICATES NO. OF HEADS ON LIGHT POLE



CONNECT THE DISTRICT

DESIGN DISTRICT: PROPOSED LIGHTING – DESIGN WALK



The design concepts in these photos illustrate the modern-industrial aesthetic recommended for the Design Walk.

CONNECT THE DISTRICT

DESIGN DISTRICT: PROPOSED LIGHTING – SPECIAL LIGHTING



The design concepts in these photos illustrate the modern-industrial aesthetic recommended for the Design Walk.

CONNECT THE DISTRICT

DESIGN DISTRICT: PROPOSED STREET FURNITURE



The design concepts in these photos illustrate the modern-industrial aesthetic recommended for the Design Walk.

CONNECT THE DISTRICT

INFRASTRUCTURE ASSESSMENT – LANGAN

Langan Engineering & Environmental Services, Inc. prepared this infrastructure assessment letter for the proposed 41-10 Mixed-Use Area Master Plan in Naples, Florida. The proposed master plan study area comprises approximately 200 acres bounded by 5th Avenue to the south and 7th Avenue to the north between US-41 (Tamiami Trail) and Goodlette-Frank Road. The proposed master plan intends to guide the redevelopment and revitalization of the 41-10 Mixed-Use Area. We reviewed the existing GIS information provided by the City and conducted a site walk with City staff. This letter summarizes our findings and recommendations.

Project Description: The City of Naples Community Redevelopment Agency (CRA) selected DPZ CoDesign to create a Master Plan for the 41-10 Mixed-Use Area to promote the growth and mobility of the study area. The study area is transforming from an industrial zone to a new mixed-use area, mainly composed of commercial-use spaces. Langan is part of the team developing the Master Plan with its focus being the assessment of existing public and transportation conditions and the provision of future recommendations to the current infrastructure.

Existing Drainage Systems: Based on a site walk conducted with City staff we understand there is occasional flood occurring along 10th Street between 5th Avenue and 1st Avenue. We have reviewed the City available as-builts and existing permits to understand the current drainage patterns. This area is currently conveyed by a drainage pipe network to a pump station (located near

Goodlette-Frank Road and 3rd Avenue) that discharges water to the Rock Creek wetland area. In review of the design plan and the as-builts the following potential modifications are recommended to improve the flooding conditions. See **Attachment A** for the drainage as-builts and pump information.

1. Modify the pump on elevation to start pumping water to the Rock Creek Wetland system at a lower elevation. The current pump on elevation is 7' while the existing roadway elevations within the mixed-use area are between 7' and 10'.
 2. Upsize the drainage pipes within the drainage network that were designed to be 30-48" pipe, while the as-builts indicate existing 18-24" pipes.
- Other design considerations that can be implemented to alleviate any flooding are as follows. These considerations should be evaluated pending the streetscape revisions proposed as part of this master plan.
3. Replace solid conveyance pipe with ex-filtration trench to percolate smaller storm events.
 4. Require existing properties to retain the water quality runoff volume on site. Most of the area current directly discharges to the right-of-way drainage systems.
 5. An underground storage system can be incorporated into any future parking garage site to retain storm-water runoff. The underground storage can also be

incorporated into the revised 10th Street streetscape. This can be accomplished with rain gardens and underground storage chambers placed under the sidewalks to alleviate existing flooding. Refer to FIG-4 and FIG-5.

Existing Water and Sewer Systems: We have reviewed the City's GIS database for the area. The GIS database indicates all pipe sizes and approximate locations. Not all pipes have an indemnified date of installation or age. Based on our review of the GIS database we offer the following recommendations. Refer to **Attachment B** for the water and sewer atlas.

Reclaimed Water: The reclaimed water system currently terminates near the intersection of 10th Street and 2nd Avenue. This system should be extended south to cover the entire mixed-use area. Due to potential capacity limitations the reclaimed water should be limited to irrigation within the public right of way only.

Potable Water: The majority of the water main within the mixed-use area within the life span expectancy of the pipe. There is some Cast Iron Pipe within 4th Avenue North and 1st Avenue south and some asbestos lined cement pipe that should be considered to be replaced. We would recommend replacing all water main pipe in areas where streetscape improvements are being proposed, unless the water main is inspected and determined to be in good condition.

CONNECT THE DISTRICT

INFRASTRUCTURE ASSESSMENT – LANGAN

Any replaced pipe should take into consideration sea level rise and saltwater intrusion due to the site's proximity to water bodies. We would recommend any new water main shall be C-900 PVC or other pipe material resistant to saltwater intrusion.

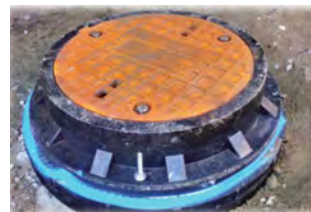
Sanitary Water: Some of the sanitary sewer collection within the area is vitrified clay pipe (VCP). This pipe material is a fragile pipe material when disturbed, generally cracking when new sanitary lateral connections are made. However, if the pipe is not disturbed it is generally a stable pipe and can be easily lined to extend the life span of the pipe. Since there may be a number of new sanitary sewer connections made to these pipes over the course of the redevelopment of this area. We would recommend the following course of action.

1. Evaluate the existing pipe by collect video data of all VCP pipe prior to any potential construction in the area. Consider lining the VCP if no new connections are anticipated.
2. The VCP pipe shall be replaced with C-900 PVC between the existing manholes for any new sewer connection or a pipe material resistant to saltwater intrusion

Refer to FIG-2 for the reclaimed water extension, FIG-3 for the sanitary sewer pipe replacement, and FIG-1 for the water main replacement.

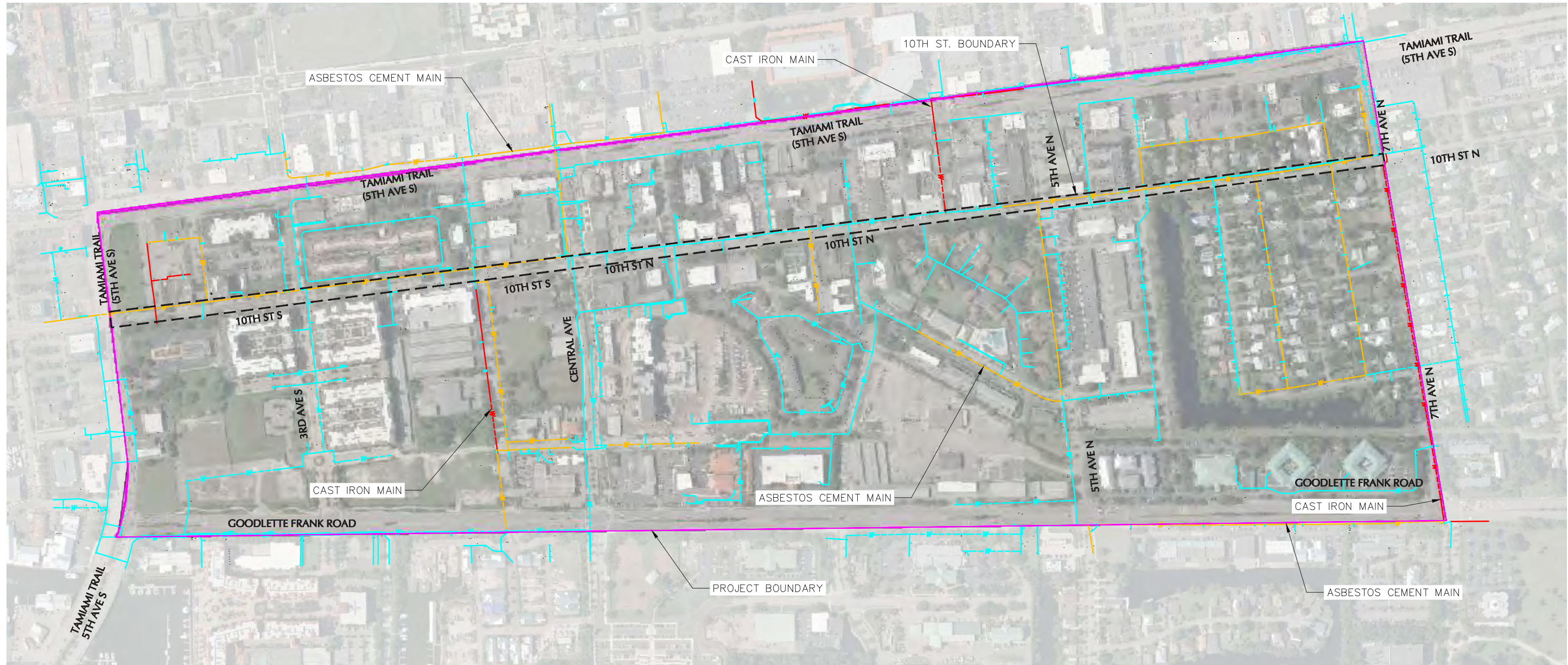
Coastal High Hazard Area: The subject area is located in a coastal high hazard area which means the area is subject to flooding from the storm surge generated by a category 1 storm surge. There are some suggested remedial actions that should be considered during the redevelopment of the area. These include the following.

1. Flood proof or raise new buildings to the minimum FEMA design flood elevation.
2. Elevate critical infrastructure in the area to FEMA design flood elevation.
 - Elevating all critical infrastructure, such as sanitary sewer, potable water and electrical services creates challenges that may not be completely achievable. In these cases other mitigated elements should be implemented.
 - Secure all trash cans, benches, bike racks, etc. to withstand the flood waters. This will prevent them from floating and being washed away possibility damaging existing building or other infrastructure.
 - Install water-tight sanitary sewer manhole rims to prevent flood waters from entering the sanitary sewer system.



CONNECT THE DISTRICT

INFRASTRUCTURE RECOMMENDATIONS – LANGAN



LEGEND

- EXISTING WATER LINE
- EXISTING CAST IRON WATER MAIN
- EXISTING ASBESTOS CEMENT WATER MAIN

CONNECT THE DISTRICT

INFRASTRUCTURE RECOMMENDATIONS – LANGAN



Rain Gardens Along 10th street

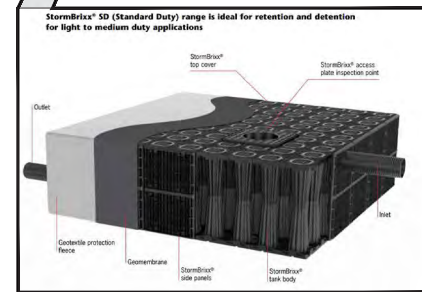
Source: Philadelphia Water Department



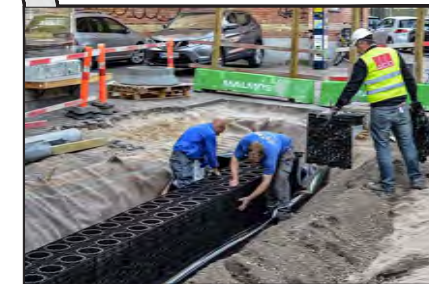
Bioswales & Rain Garden Visual



Rain Garden Connectivity



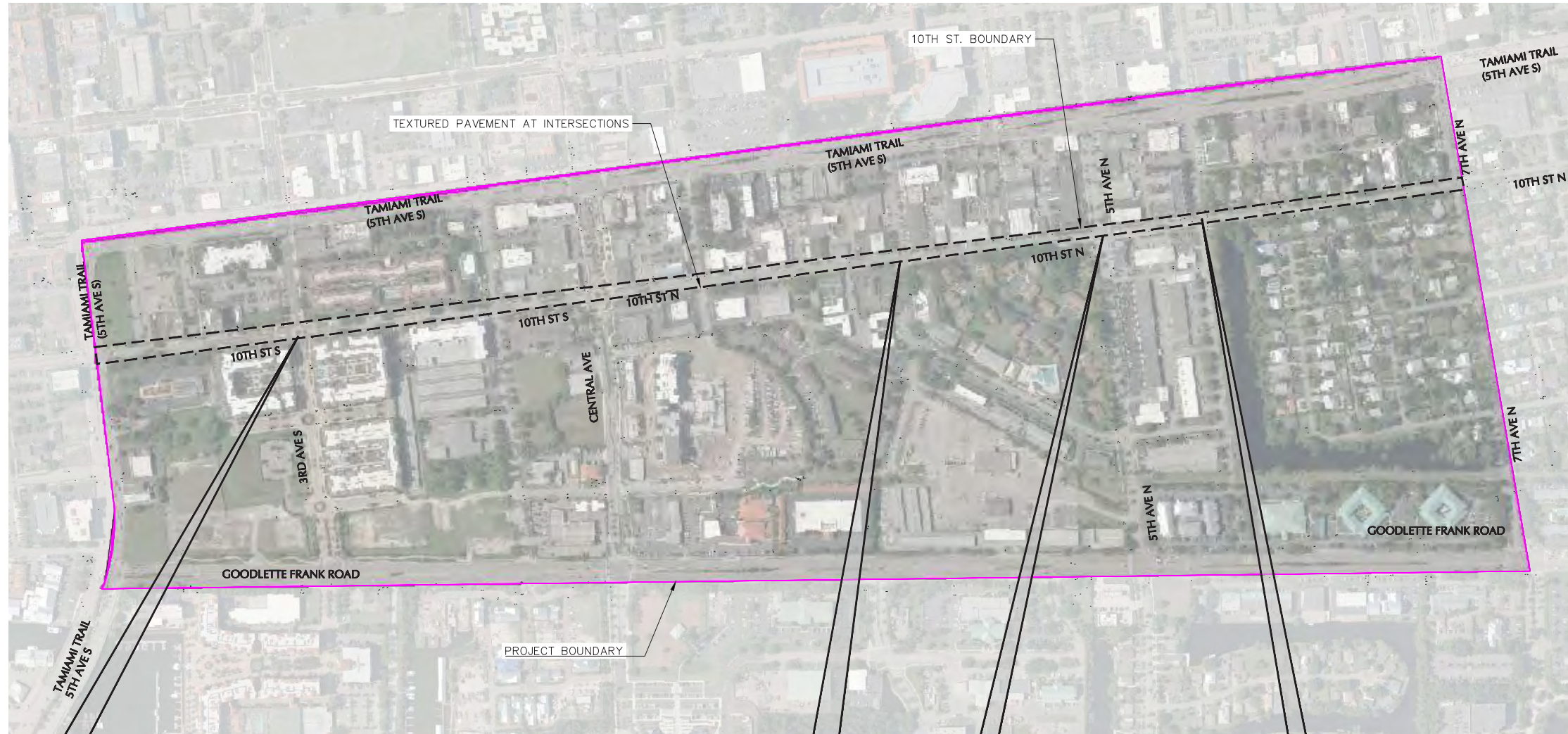
ACO Stormbrixx for Underground Storm Water Storage



ACO Stormbrixx Installation Process

CONNECT THE DISTRICT

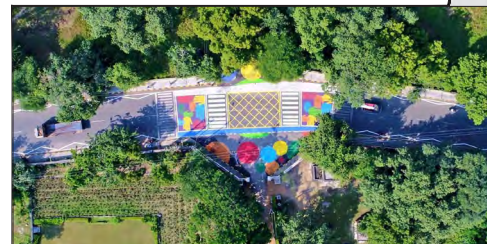
INFRASTRUCTURE RECOMMENDATIONS – LANGAN



Traffic calming along 10th Street can be achieved with a tactical, artful approach with a series of textured and raised surface treatments that look like art installations. For more details, see “Traffic Assessment” by Langan Engineering, page 95.



Tactical Urbanism at Traffic Circles
Source: Asheville Street Tweaks



Tactical Urbanism at Intersections



Textured Pavement at Intersections



Textured Pavement & Street Murals at Intersections

CONNECT THE DISTRICT

TRAFFIC ASSESSMENT – LANGAN

Existing Roadway Network Conditions: We reviewed existing transportation infrastructure and traffic counts to assess the existing traffic conditions in the study area. The current roadway infrastructure serving the study area consists of Tamiami Trail, Goodlette-Frank Road, and 10th Street. There are multiple roads connecting these major roadways that serve as local and collector roadways to provide access to the multiple uses in the study area. **Attachment A** includes the traffic data reviewed for our assessment. We reviewed the study area and found the following roadway network conditions on the major roadways:

Tamiami Trail (US-41)

1. Six-lane, north-south, divided, principal arterial roadway with a posted speed limit of 35 MPH that transitions to 30 MPH west of Goodlette-Frank Road and becomes 40 MPH north of 1st Avenue North.
2. The peak-hour two-way capacity of the road is approximately 4,590 veh/h, based on FDOT 2020 LOS Service Table.
3. Existing traffic counts show a peak-hour volume of 2,975 veh/h.
4. Traffic counts show a slight decline of less than 0.5% based on the past 3 years of data. The decline in traffic in the study area could be related to the existing conditions at the intersection of US-41 and 9th Street, which is currently operating beyond capacity due to the high volume of through-traffic along US-41.

5. Existing roadway infrastructure and conditions should be able to accommodate the expected increase in traffic.
6. Sidewalks are provided on both sides of the road with pedestrian crossings at the signalized intersections within the study area.
7. Collier Transit Routes 11, 13, & 14 provide north-south transit service between Collier County Government Center and Immokalee Road with stops along US-41.
8. There are no bike lanes along the roadway segments of US-41 within the study area.

Goodlette-Frank Road

9. Six-lane, north-south, divided, minor arterial roadway with a posted speed limit of 45 MPH.
10. The peak-hour two-way capacity of the road is approximately 5,390 veh/h, based on FDOT 2020 LOS Service Table.
11. Existing traffic counts show a peak-hour volume of 3,126 veh/h.
12. Traffic counts show a growth between 2018 and 2019 of approximately 8% during peak hour traffic and shows a decline in 2020 due to the COVID Pandemic.
13. Existing roadway capacity and conditions should be able to accommodate the expected increase in traffic.
14. Sidewalks are provided on both sides of the road with pedestrian crossings at the signalized intersections within the study area.

15. Collier Transit Routes 13, 14 & 25 provide north-south and east-west transit service between Collier County Government Center and Golden Gate Parkway.
16. There are no bike lanes along the roadway segments of Goodlette-Frank Road within the study area.

10th Street

17. Two-lane, north-south, local roadway with parking spaces on both sides of the road and a posted speed limit of 25 MPH.
18. The peak-hour two-way capacity of the road is approximately 958 veh/h, based on FDOT 2020 LOS Service Table.
19. Existing counts show a peak-hour volume between 377-339 veh/h.
20. Traffic counts show a traffic growth of less than 0.5% based on the past 3 years of data.
21. There are only two signalized intersections along 10th Street within the study area. In addition, two roundabouts encourage drivers to maintain a low-speed along 10th Street.
22. Sidewalks are provided on both sides of the road with pedestrian crossings at most of the intersections within the study area.
23. Existing roadway capacity and conditions should be able to accommodate the expected increase in traffic.

CONNECT THE DISTRICT

TRAFFIC ASSESSMENT – LANGAN

Parking Demand Analysis: We reviewed the Downtown Parking Demand Study prepared by Johnson Engineering and found that the study identified a parking deficiency of 219-470 parking spaces. The construction of the MHK Parking Garage, which is expected to comprise approximately 360 parking spaces, will fulfill the immediate demand identified by the study. The parking demand study is based on the existing supply and not based on actual data that could cause over/under estimation of parking demand. Parking data should be collected in the study area to identify the utilization of the current parking spaces. **Attachment B** includes excerpts from the Parking Demand Study. Below we summarize our review of the parking demand study.

*This analysis is based on the existing supply and not on the actual utilization of these parking spaces. The following should be considered:

- This could overestimate actual parking demand.
- Residents in the area have complained about the parking shortage, but there is no data that can confirm it.
- The maximum development potentials considered in the study were based on an average FAR not the max FAR of 3.0 allowed in the Naples Downtown Mixed-Use District.
- All the non-residential developments were considered as commercial uses with a requirement of 3 parking spaces per 1000 SF as established on the Naples Comprehensive Plan.

*The study analyzed two scenarios of parking demand:

- Scenario 1 was based on the existing trend of growth, redevelopment and parking demand. This yielded a need of 466 parking spaces.
- Scenario 2 was based on a more aggressive trend of growth, redevelopment and parking demand. This yielded a need for 733 parking spaces.
- It is recommended that the analysis of a third scenario should determine the demand using the maximum allowed FAR.

*The study did not analyze the expected demand to serve events in the area.

*Overall the study identifies a parking deficiency between 219-470 parking spaces.

*MHK Parking Garage Plans is proposes 360 parking spaces. This should serve the immediate demand, but might not be enough if growth and parking demand are greater than that which is recommended per the assessment parameters in Scenario 1 & 2.

10th Street Traffic Calming: Though the traffic volumes along 10th Street are relatively low we are recommending the inclusion of traffic calming features to keep this a low speed area and pedestrian friendly landscape. Traffic will inevitably increase along this stretch of roadway as it is reinvigorated. Along with providing proper sidewalks uninterrupted by parking spaces we are recommending the following traffic calming features:

1. Textured pavements at all pedestrian crossings.
2. Raising pedestrian crossing or intersections at all major crossings.
3. Murals to be painted at intersections.

Proposed Roadway Network Improvements by the Florida Department of Transportation:

The Florida Department of Transportation (FDOT) has identified the need to provide roadway improvements along US-41 to help promote transportation mobility and growth of the downtown Naples area. FDOT has prepared a case study evaluating numerous roadway improvement options. We reviewed the proposed options by FDOT and found that the typical proposed roadway section along US-41 is in accordance with the proposed 41-10 Mixed-Use Master Plan and will help promote mobility within the study area. The intersection of US-41 and 9th Street is operating beyond its adopted Level of Service (LOS) during peak traffic hours. In addition, we found that the proposed roundabout at the intersection of US-41 and 9th Street will address current delays at the subject intersection and will help facilitate the transition of US-41 to a multi-modal transportation corridor. Even though the proposed roundabout is expected to mitigate delays along US-41, the delays and queues along 5th Avenue and 9th Street might be impacted due to the imbalanced traffic volumes between these roads.

CONNECT THE DISTRICT

TRAFFIC ASSESSMENT – LANGAN

The proposed improvements are likely to increase traffic along Goodlette-Frank Road and should be analyzed in more detail to determine possible impacts to this roadway. **Attachment C** includes an evaluation of each option presented by FDOT highlighting the pros and cons of each option.

Existing Traffic Circles: We reviewed the existing circles along 3rd Avenue South and found that the westbound approach at the circle on 3rd Avenue and 12th Street has an path in order to maintain low speeds and reduce the risk for pedestrians. The other two circles are properly aligned and provide sufficient curvature to maintain low speed along 3rd Avenue. We provide the following recommendation to be considered to mitigate the current traffic operations along 3rd Avenue:

1. Conduct a speed study along 3rd Avenue South between Goodlette Road and US-41 to determine the 85th Percentile Speed.
2. Evaluate redesigning the circle at 12th Street South to provide sufficient curvature on the westbound approach.
3. Evaluate the installation of a raised crosswalk, speed bump or a speed table to reduce speed along this roadway segment.

Conclusion and Recommendations: We reviewed the current traffic and transportation conditions of the study area and found that the existing roadway network is sufficient to accommodate the expected vehicle traffic growth. The intersection of US-41 and 9th Street is operating beyond capacity and is expected to keep operating with an unacceptable LOS if no action is taken. In addition, the major roadways serving the area do not have the infrastructure to promote a multi-modal mobility in the area. The assessment of the parking demand analysis shows that the current parking supply is not sufficient to accommodate the current and expected parking demand of the 41-10 Mixed-Use Area.

Based on the reviewed information we provide the following recommendations to be considered in the Master Plan:

1. Conduct a comprehensive traffic/transportation study to analyze all of the transportation aspects within the study area.
2. Change of the typical section of US-41 to promote multi-modal transportation and pedestrian connectivity within the study area. However, the reduction of the number of thru lanes in this area is not recommended because it could increase delays and encourage cut-through traffic to the local roads.
3. Evaluation of the expected impacts to Goodlette-Frank Road due to the proposed improvements along US-41.
4. Evaluation of the expected impacts to 5th Avenue and 9th Street due the construction of the proposed roundabout.

5. Identify the proper signage and signal control to promote pedestrian connectivity between the study area and Downtown Naples.
6. Collect parking data and determine the current parking spaces utilization. Revise the parking demand analysis to determine the expected demand based on the collected data.
7. Perform a worst case parking demand scenario based on the maximum allowed FAR in the area.

CONNECT THE DISTRICT

US-41 FDOT PROPOSED IMPROVEMENTS ANALYSIS

Starter Idea 1: Change the four-turn lanes at Four Corner into four through lanes.

PROS:

1. Keeps the downtown area excluded from highway/main arterial traffic.
2. Reduces existing congestion and delay along US-41 due to the capacity increase.
3. Creates a safe pedestrian connectivity east and west of US-41. (Crossing at one point only).

CONS:

1. Impact the existing traffic patterns of the area, specifically 10th Street due to the direct direction connection to US-41.
2. Signal at US-41 and 4th Avenue will have to be evaluated.
3. Proposed median opening at 4th Avenue and US-41 to close (400 ft. approx.) to 3rd Avenue.
4. Proposed median opening at 5th Avenue too close to 10th Street. (Should be a right turn only, queue might spill back onto 10th street).
5. Large ROW acquisition

Stater Idea 2: Change the intersection into a roundabout.

PROS:

1. Maintains existing traffic patterns.
2. Reduces existing congestion and delays at all approaches.
3. Capacity is larger compared to a traffic signal.
4. Crash reduction.
5. Minor ROW acquisition.

CONS:

1. Unbalanced traffic flow could limit the capacity of the proposed roundabout. US-41 carries approximately ten times more traffic than 5th Avenue. This unbalanced traffic could create operational issues and delays for other approaches entering the roundabout and reduce the capacity of the roundabout. In addition, due to the expected high volumes on US-41 it could lead drivers to disrespect the yield upon entry rules.
2. Difficult pedestrian crossing for vision impairments.
3. Could increase traffic to local roads (5th Avenue) due to direct connection to US- 41.
4. A combined sight distance diagram should be evaluated to determine possible conflicts with the existing infrastructure in the area.

Starter Idea 3: Doing nothing. This should not be an option because existing delays for 5th Avenue and 9th Street are higher than 150 seconds/vehicle. This could cause more cut-through traffic using local roads to access US-41.

Starter Idea 5: Change US-41 from 6 to 4 lanes.

PROS:

1. Increases mobility by improving traffic conditions for bicyclists and pedestrians.
2. Reduce speed along US-41.
3. Ability to provide safer shelters for public transportation.
4. Reduces crossing widths for pedestrians.
5. Enhances the aesthetic of the area.

CONS:

1. Reduces vehicle roadway capacity
2. Could increase delay and congestion during peak hours.
3. Reduced capacity could change traffic patterns and impact other main arterials (Goodlette-Frank Rd.)
4. Increase in cut-through traffic.
5. Impacts to turning movements due to increased queues on through movements.

CONNECT THE DISTRICT

US-41 FDOT PROPOSED IMPROVEMENTS ANALYSIS

Starter Idea 6: Add crossing at more frequent spacing

PROS:

1. Increases pedestrian connectivity and promotes mobility.

CONS:

1. Due to the high-volume of traffic along US-41 these crossing might warrant the installation of Rectangular Rapid Flashing Beacons to provide safe crossing.
2. Increase delay along US-41.
3. More conflicts between pedestrians and vehicles.

Starter Idea 7: Alter the intersection of Goodlette-Frank Road and US-41.

PROS:

1. Mitigate existing and future delays at the intersection. Should be analyzed in conjunction with the improvements at 5th Avenue and US-41.
2. Reduces daily traffic on US-41 with proposed lane configuration.
3. Enhances the aesthetic of the area.

CONS:

1. Proposed lane configuration will proffer the use of Goodlette-Frank Road that could impact delays and congestions issues at this corridor.
2. Reduction of left-turn capacity on US-41 to Goodlette-Frank Road could be impacted by through movements.

CONNECT THE DISTRICT

FROM HIGHWAY TO BOULEVARD AT US-41 – GREATER SAFETY WITH PEDESTRIAN “SLEEVES”



Existing

A main concern of District residents is the disconnected feel of the 41-10 Area from the downtown to the east and south and from the parks to the east. A major contributing factor to this impression is the multi-lane, high-volume nature of US-41 and Goodlette-Frank Rd. Pedestrians find it a challenge to cross what is, in fact, a highway.

The FDOT study that includes a number of options for the 4-Corners intersection acknowledges this challenge and proposes a combination of lane reductions, the possibility of some on-street parking, wider center medians, and added landscaping to amenitize the pedestrian crossing experience.



Proposal 1

The above charrette drawing proposes another technique to increase the sensation of pedestrian safety. This recommendation takes into account that pedestrians feel more protected when there are buildings at all four corners of a downtown intersection.

This occupation of the four corners, with buildings lining the sidewalk in close proximity to cars, establishes that this zone is for more than just cars and that pedestrians and cyclists are also welcome.

CONNECT THE DISTRICT

FROM HIGHWAY TO BOULEVARD AT US-41 – GREATER SAFETY WITH PEDESTRIAN “SLEEVES”



Existing



Proposal 2

In addition to the four developed corners, the above drawing – inspired by the FDOT study options for US41 – envisions wider center medians, added landscaping, bicycle lanes, and special intersection paving to render the crossing at key intersections like an urban plaza that celebrates foot traffic and welcomes cyclists. The main point of this drawing is to demonstrate that

a highway like US 41 entering a downtown should be detailed as an urban boulevard with slower moving traffic.

As FDOT has acknowledged in its Context-Sensitive Classification Guide, slowing down vehicle speed allows cars to travel closer together. Therefore, a high-volume highway can be detailed as an urban boulevard without sacrificing capacity.

CONNECT THE DISTRICT

DESIGN DISTRICT LANDSCAPE ASSESSMENT & RECOMMENDATIONS

SUMMARY

The 41-10 Master Plan recommendations for landscaping advocate environmental and fiscal responsibility. The City of Naples and its Parks and Parkways Department has for years been demonstrating a great interest in prioritizing the quality and quantity of plantings visible along its public realm. It has been increasingly employing and promoting the use of native species for trees, shrubs, and ground covers. The 41-10 master plan fully supports the wisdom of this strategy, for it helps reduce both initial and ongoing expenditures for not only landscaping but for general infrastructure and energy use in the City. The creation of a consistent tree canopy not only enhances pedestrian comfort along sidewalks and keeps buildings cooler and more energy efficient, it also has been proven to protect structures from storm damage. The use of drought and flood-tolerant species for shrubs and groundcovers takes into account the tropical climate conditions of the area. In addition, the intangible benefits of planting to provide beauty, habitat, and a sense of place, along with human health and wellbeing, can be seen as serving the common good and protecting community resources.

Part of the D-Downtown, the 41-10 Area is subject to a series of landscape regulations described in the Code of Ordinances for the City of Naples (https://library.municode.com/fl/naples/codes/code_of_ordinances?nodeId=COORNAFL)

Landscaping figures prominently in Chapter 50 – Development and Design Standards, where the type,

quality, size and placement of plant material are dictated. Planting plans for new construction must be submitted for approval, with owners or tenants held responsible for the installation and maintenance of what is planted.

The 41-10 area has been the subject of recent planting projects. 10th Street South has seen upgrades along the Bella Sera frontage and the arrival of The Collective and Naples Square. A new plan has been approved by the CRA for improvements to the 10th Street North section of the 41-10 and the Avenues between US-41 and 10th street.

This master plan supports the general planting strategies as currently regulated and the species lists that are proposed in the above referenced plans. The following pages offer additional commentary on the park spaces in and near the 41-10 Area, as well as recommended paving and landscaping approaches.

Among the key recommendations:

- Pervious pavement and reduced curbing to limit piping and offset irrigation needs.
- Naturalistic, aesthetic dry stormwater storage areas/rain gardens close to parking lot run-off minimizes piping and improves water quality.
- Trees & Vegetation to shade walkways and buildings, reducing energy for cooling and reinforcing design.
- Native plants, tolerant of drought and flooding, to manage water and provide habitats.
- Limited lawn areas to minimize maintenance expense and regional pollution from fertilizer runoff.
- Irrigation with recycled water.



CONNECT THE DISTRICT

DESIGN DISTRICT LANDSCAPE ASSESSMENT & RECOMMENDATIONS



1. Lake Manor Linear Park

Well landscaped with a wide pedestrian path lined with shade trees, native palms, and shrubs, the park needs more screening plants along the water's edge towards 11th St N to block sight lines into the backyards across the canal.

2. Cambridge Perry

Well located and offering both sunny and shaded areas for sitting, the main flaw with this park is its dense planting behind the flagpole blocking views into the park and thus creating possible safety issues.

3. River Park Community Center (RPCC)

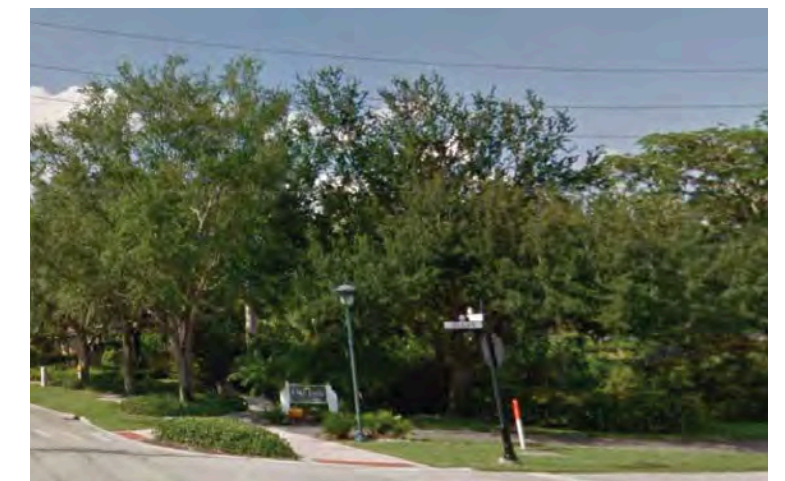
- **Oval Green** – This visible, nicely shaped oval green is inviting, urban--and has a good relationship with the Community Center porch. Though open, the fact that it is fenced with gates gives the impression that it is not meant to be used by the general public and may need to be reserved.
- **Community Center** – Auditorium with stage and dance floor, commercial kitchen, computer training lab, library, fitness center, meeting rooms, covered stage and grass sitting area.



River Park Community Center Green



Cambridge Perry Park



Lake Manor Linear Park

CONNECT THE DISTRICT

DESIGN DISTRICT LANDSCAPE ASSESSMENT & RECOMMENDATIONS

PARKS AND OPEN SPACES

The 41-10 has 3 principal public parks: Cambridge Perry Park, Lake Manor Linear Park and the oval green fronting The River Park Community Center. During the charrette process and in subsequent discussions the need for additional green space has been identified at several meetings. The CRA should keep this in mind as properties become available for purchase and can be converted to parkland.

While short on passive green spaces, the 41-10 Area is nonetheless within close walking and biking proximity to a substantial number of well-appointed active parks and recreational facilities.

The River Park Community Center (RPCC) itself is adjacent to an aquatic center and a covered basketball court. The former features a children's splash play feature, a 47 foot water slide, a 6-lane 75' lap pool, restrooms and showers, and geothermal water heating and cooling equipment.

The following nearby facilities are almost all across US41 or Goodlette-Frank Rd., thus underscoring the need for safer pedestrian crosswalks.

- **Charlie C Anthony Park** – 12-minute walk to RPCC, well-equipped with: annex center with small meeting room, activity space, restrooms, fishing pier, walking trail, tennis courts, lighted basketball court, playground, picnic shelters, and plentiful open green space.
- **Baker Park/ Naples Dog Park** – 15-minute walk from RPCC, equipped with: kayak launch, outdoor fitness facility, sunrise terrace (available for rental), grassy knoll, main building, Eva Sugden-Gomez Center (available for rental), three picnic shelters with BBQ grills (available for rental), bike paths, performance stage (available for rental), playgrounds, splash pad, climbing play area, boat dock, and pedestrian bridge over the Gordon River.
- **Cambier Park** – 23-min. walk/6-minute bicycle ride from RPCC, equipped with: Norris Community Center, five lighted shuffleboard courts, two bocce courts, lighted basketball court, Arthur I. Allen tennis center, band shell, unique children's playground, softball field, covered pavilion, plentiful open green space.
- **Fleischmann Park** – 30-min. walk/7-min bicycle ride from RPCC, equipped with: four lighted racquetball courts, three lighted baseball/softball fields, two lighted sand volleyball courts, two lighted multipurpose

courts (pickleball/basketball), lighted football field and practice field, toddler playground (ages 1-5), school-age children playground (ages 6-12) with sun shades and water splash zone, several picnic pavilions, restrooms with water fountains, community center: two dance studios and main room, game room, and meeting rooms.



Charlie C Anthony Park



Baker Park/Naples Dog Park



Fleischmann Park



Cambier Park

CONNECT THE DISTRICT

DESIGN WALK HARDSCAPING

The Design Walk is envisioned to have a great deal of latitude when it comes to surface treatments. While different paving materials should be allowed, they should all take into account the impacts they have on storm water drainage and long-term maintenance.



invisiblestructures.com

- This image shows a multipurpose lawn that has been stabilized for fire truck access and is also suitable for event parking or festival space. (See below)



invisiblestructures.com

- Stabilized gravel and grass utilizes a permeable base with a geogrid overlay that contains gravel alone or with soil and grass. The combination provides strength for vehicles, as well as stability for walking or riding a bicycle or wheelchair across the surface.



imamuseum.com

- Pervious pavement, such as stabilized and handicap accessible gravel, allows rain to percolate down to the groundwater. Roads and driveways where curbing is either eliminated or depressed at intervals allow excess water to flow overland to adjacent water bodies or vegetated swales and dry storage areas. These features limit the need for extensive and expensive piping of stormwater and augments irrigation requirements of adjacent plants. (See below)



Pinterest.com

- A variety of stone pavers are available for walkways, plazas and drives. They allow water to percolate to the groundwater, and provide flexibility for changes and repairs.



DPZ

- Brick or concrete paver courtyards help with water management and provide character and a sense of place.



Pavestone company

- Permeable concrete parking surfaces assist with stormwater management. Light-colored concrete surfaces can reflect the sun's heat, in contrast to the often overwhelming temperatures of asphalt surfaces.

CONNECT THE DISTRICT

GENERAL DESIGN DISTRICT STREETScape

The 41-10 Area should embrace a diversity of plant species, but the plant palette should primarily consist of native species with drought and flood tolerance taken into account relative to location within the District. Native palms should be limited to ornamental uses and serve as the primary plant along the Design Walk.

LARGE TREES



Conocarpus erectus Buttonwood,
Silver Buttonwood



Magnolia virginiana and cvs.
Sweet Bay Magnolia



Quercus virginiana,
Live Oak



Swietenia mahagoni,
West Indian Mahogany



Bursera simaruba,
Gumbo Limbo

MEDIUM TREES & GROUND COVERS



Caesalpinia spp. and cvs. *Poinciana*



Coccoloba diversifolia Pigeonplum



Delonix regia Royal Poinciana



Arachis glabrata
Perennial Peanut



Carissa macrocarpa
Natal Plum



Green Island Ficus

SHRUBS



Myrcianthes fragrans
Simpson's Stopper, Twinberry



Podocarpus macrophyllus and
cvs. *Podocarpus*



Viburnum obovatum and cvs.
Walter's Viburnum



Chrysobalanus icaco,
Cocoplum



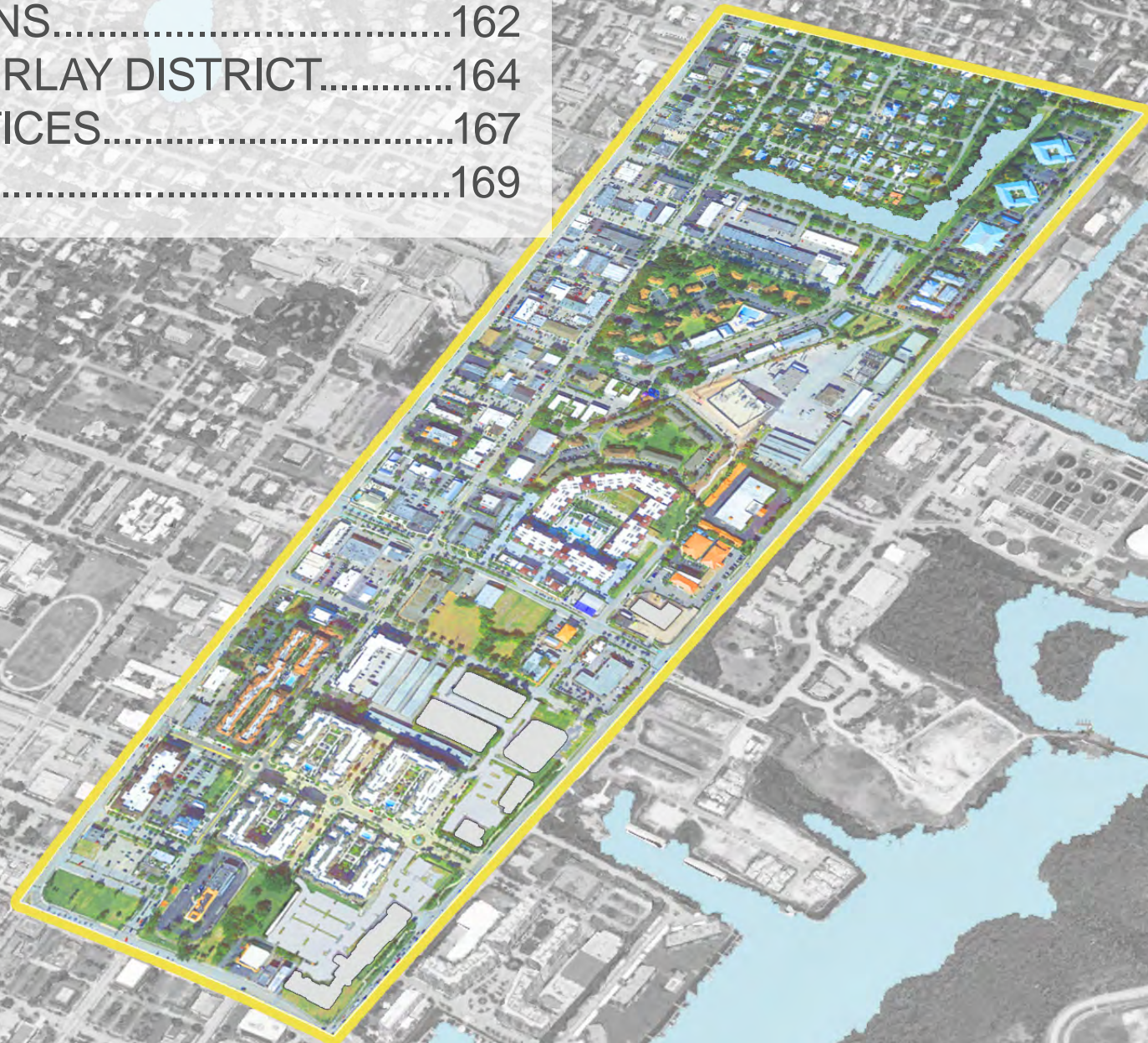
Conocarpus erectus
Buttonwood, Silver Buttonwood



Clusia rosea
Pitch Apple

REGULATORY & IMPLEMENTATION TOOLS

REGULATORY REVIEW.....	146
ZONING RECOMMENDATIONS.....	162
DESIGN WALK SPECIAL OVERLAY DISTRICT.....	164
MANAGEMENT BEST PRACTICES.....	167
IMPLEMENTATION TOOLS.....	169



REGULATORY REVIEW

SUMMARY

This chapter summarizes and comments on the key points contained in the studies, reports and regulatory documents that reflect the prior thinking about the 41-10 Area and formed the current guides to its evolution. Many strategies and guidelines are still valid, but what is needed to inform the future of the 41-10 is clarity about what this Area wants to be and how it relates to the rest of the City.

That clarity was confirmed repeatedly throughout the 41-10 charrette process – locals wish to maintain the Area’s diverse mix of residents and businesses, as well as the existing small, walkable scale. The 41-10 Area is not one neighborhood. It is not just the Design District. It is a collection of districts and neighborhoods. It is by definition, eclectic, and always has been, with residential, commercial, and industrial fixtures existing side by side. The juxtaposition of many uses, wide-ranging housing types and income levels are precisely what makes this area compelling and worth preserving.

The goal of both the regulatory instruments that are to guide the 41-10 Area and the agencies that are to enforce them is to ensure that this mix is preserved. The following list summarizes the present qualities of the 41-10 that should be celebrated and enhanced. These were identified in the Executive Summary, illustrated in the “Envision the 41-10” chapter, and appear here, paired with suggested regulatory or implementation tools or agencies discussed in this chapter.

- 1. Build on the Design District’s creative energy and the physical framework that has enabled its success.**
 - Support and amplify the artistic and entrepreneurial spirit already present in the Area. (BIDs, Community Land Trusts, Grants).
 - Encourage the occupation of outdoor spaces to enliven the alleys and sidewalks. (Overlay District, Regulating Plans).
 - Ensure that any improvements and redevelopment are consistent with the existing character and fine-grain, walkable, urban fabric. (Overlay District, Regulating Plans)
 - Protect 3-story height maximum. (Comp Plan).
- 2. Encourage the incubation of new enterprises and support existing, especially small, businesses.**
 - Maintain and refine the mixed-use zoning that enables additional uses on upper floors (office or housing) to help finance the new businesses below. (Overlay District, Regulating Plans).
 - Provide adequate parking to serve new tenants, their customers, and residents. (CRA Management)
 - Support partnerships and funding sources to proactively recruit and finance start-ups. (BIDs, Community Land Trusts, Grants).

- 3. Prioritize new residential opportunities & maintain the current scale and mix.**
 - Create new workforce housing. (CRA & City Council)
 - Preserve existing residential affordability. (City Council)
 - Consider limiting the allocation of new housing in the D-Downtown to workforce housing. (CRA & City Council)
 - Identify new infill opportunities with an expanded menu of smaller building types in mind. (CRA Overlay District, Regulating Plans)
- 4. Coordinate streetscape and infrastructure improvements with the comfort of motorists, cyclists, pedestrians, and transit riders equally in mind.**
 - Prioritize improvements along 10th Street, the principal north-south connecting spine of the Design District. (CRA & City)
 - Integrate infrastructure and landscaping improvements to minimize disruptions. (CRA & City Council)
 - Establish safer crossings at the key high-traffic intersections that connect the Design District with the rest of downtown Naples. (CRA, City Council & FDOT)

REGULATORY & IMPLEMENTATION RECOMMENDATIONS

ACTION STEPS

To accompany the prior list, the following are six initial Action Steps that the CRA/ City Council can commit to making immediately to support the 41-10 Area Master Plan and its intentions.

Approve the Master Plan in principle even if there are details to be worked out. This will energize the private sector and will demonstrate that the vision is realistic and has the support of the CRA, the City Council, and the Community.

Prioritize implementation of critical infrastructure for stormwater and coastal high-hazard improvements along 10th Street and the rest of the Design District.

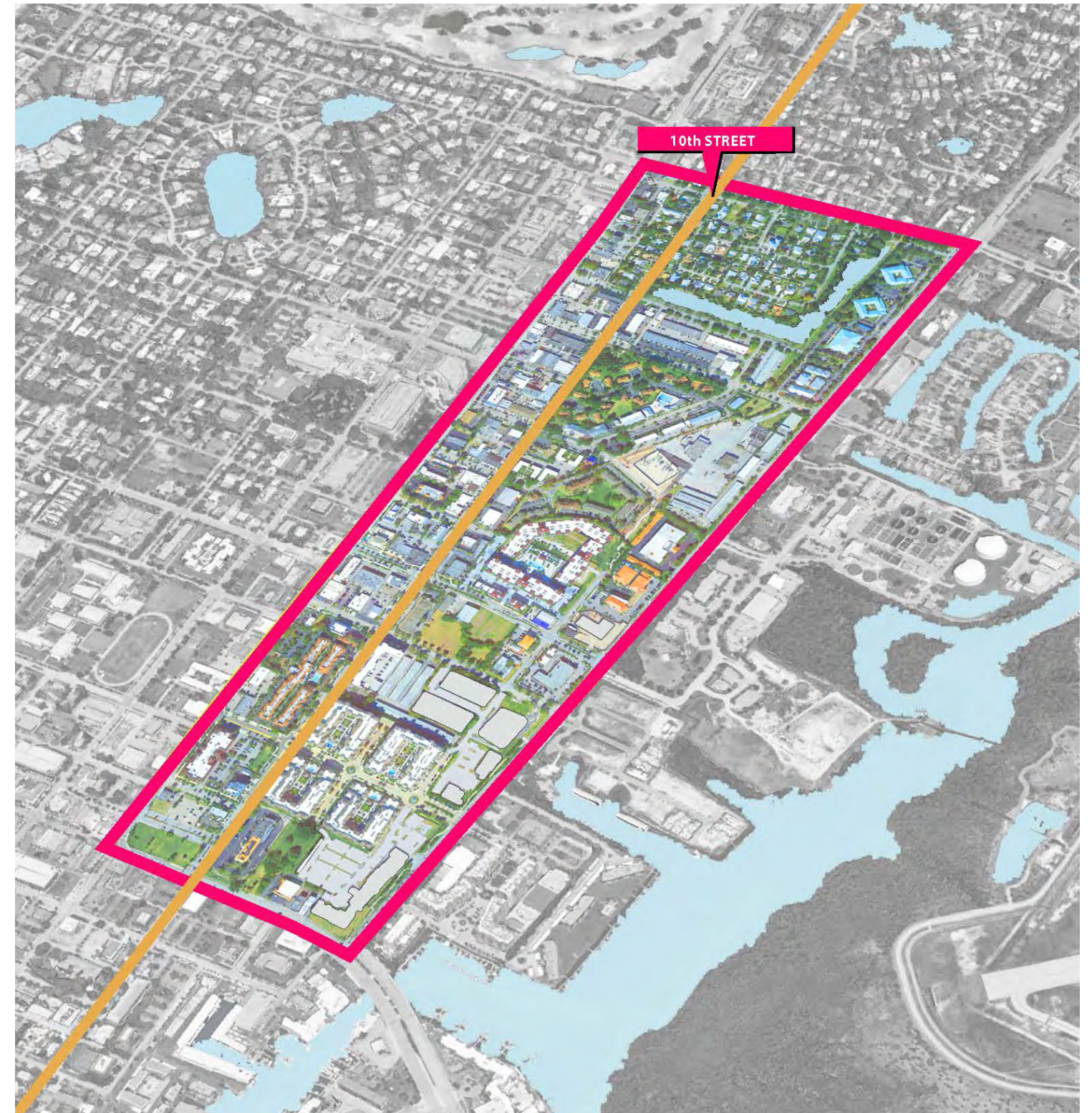
Expedite Design District projects currently in the approval process in order to capture the momentum of community interest and engagement. These include the new Playhouse garage and the adjacent mixed-use building. Any other newly proposed improvements in the area should be given priority status.

Identify a pilot project. It is important to create a model for what the master plan aims to achieve even before all the regulatory framework is in place. This could be enhancements to the 10th Street public

realm to reinforce its role as the District's main connector spine. It can also be the workforce infill housing on Goodlette - Frank Road, or a first phase of the Design Walk alley activation.

Form a BID entity as soon as possible in order to lend financial and management viability to the master plan by providing assistance to residents and businesses.

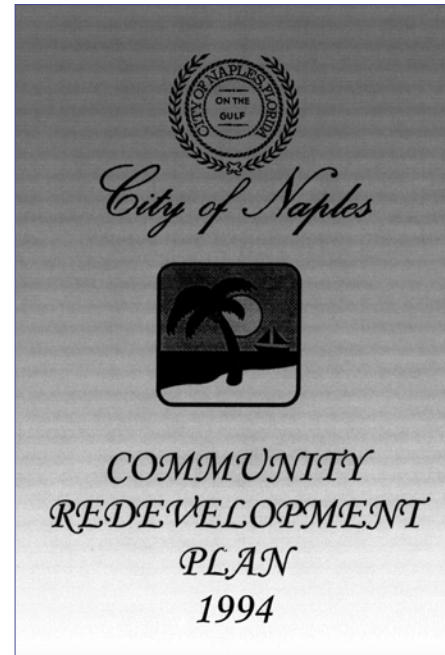
Commission the creation of a Design District Special Overlay District to be coordinated with the current D-Downtown guidelines and to feature a new Regulating Plan to guide the Design Walk and 10th Street improvements.



REGULATORY REVIEW

DOCUMENTS SUMMARY

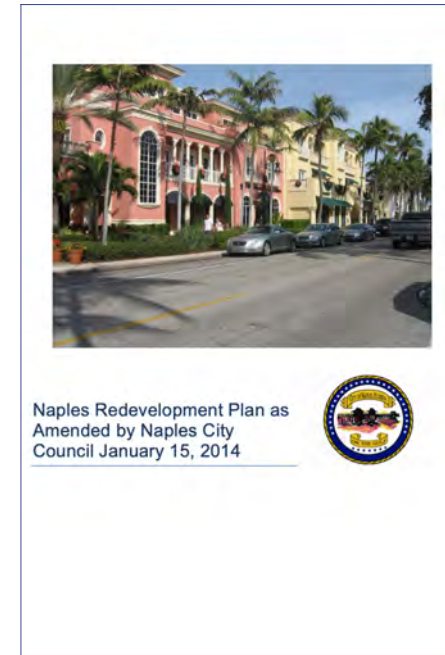
As part of the Master Plan process the existing regulations and key planning reports that were commissioned over the years to guide the development of downtown Naples and the 41-10 study area have been reviewed in order to help determine what zoning and land use adjustments might be in order to aid the future development of the District. The most important studies are listed here with some of their key points and conclusions.



1994 Community Redevelopment Plan:

Document that established the boundaries of the Community Redevelopment Area and detailed the operations of the agency (CRA) that would guide the efforts to stimulate economic development, improve the physical characteristics of the downtown, and encourage development and redevelopment within the area.

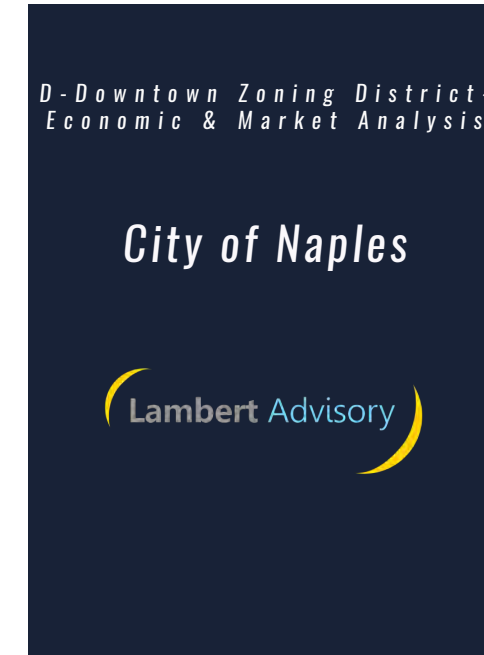
https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/cra_community_redevelopment_plan_1994-complete.pdf



2014 Updated Redevelopment Plan:

Document that clarified the mission of the CRA and its 10 districts, including the three that fall in the 41-10 study area.

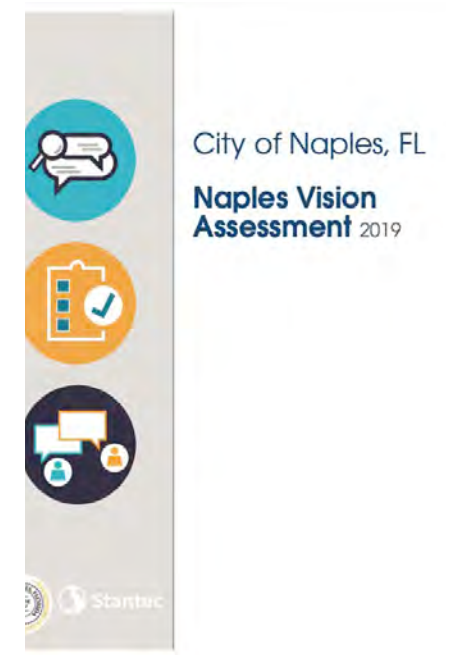
https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/d-downtown_naples



2019 D-Downtown Naples Market Study Presentation:

This study concluded that the demand for additional retail in the downtown would be moderate but expand over time as housing increased and broader revitalization efforts took hold.

https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/d-downtown_naples



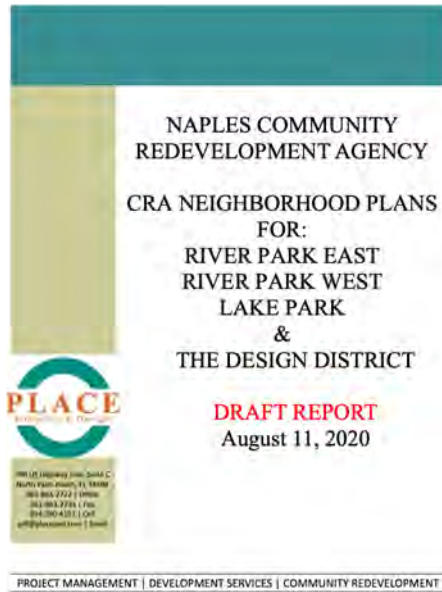
The 2019 City of Naples Vision:

This study surveyed resident preferences and identified five key goals for the City: preserve the small town character and scale of Naples, safeguard the environment, protect the quality of life, foster economic health and vitality, and maintain good governance.

https://www.naplesgov.com/sites/default/files/fileattachments/planning/page/34501/naples_vision_assessment-final_2019.pdf

REGULATORY REVIEW

DOCUMENTS SUMMARY



2020 CRA Neighborhood Plans:

This assessment of the residential neighborhoods within the CRA made recommendations, organized into three categories: critical, short-term and long-term needs. The most pressing identified needs/issues were neighborhood advocacy for River Park West, traffic patterns, and drainage for Lake Park.

https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/2014_redevelopment



2020 Downtown Naples Parking Demand Study:

Parking analysis for the downtown made projections based on two possible scenarios: continued trends and aggressive development.

https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/943722/12-21-20_Report_with_Attachments_v2.pdf



2022 Naples Housing Affordability Study, Phase Three Report:

This study made several key recommendations: preserve existing housing stock; acquire new properties; land trusts and dedicated housing funds; freeing up City land; subsidizing affordability with mixed-use/income development; and offering bonus incentives.

https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/55044/phase_3_report.pdf

REGULATORY REVIEW

NAPLES 2014 REDEVELOPMENT PLAN

The Naples Redevelopment Plan from 2014 is framed in terms of redevelopment and recovery. It expresses a cognizance of how the 2007 downturn was still affecting the market at the time. The city is now seeing the kind of development for which it was hoping. Contained below is a set of general notes on the essential substance of that plan.

ORGANIZATION

The Plan includes a standard executive summary along with the collation of contemporaneous conditions and the recommended strategies for redevelopment. The executive summary covers each of the different Plan areas while the collation contains the general strategies that apply to the entire CRA. Maps are as follows:

- Map 2-1: Redevelopment Plan Districts and Strategies (p. 12).
- Map 2-2: Future Land Use (p. 24).
- Map 2-3: Zoning Districts (p. 28).
- Map 2-4: Existing Land Use (pg 30, Mis-numbered Map 2-3 in the original).
- Map 2-5: Publicly-Owned Lands (p. 33).

The Redevelopment Plan focuses primarily on distinct Districts and their unique purposes, implying distinct themes within each District – the one notable exception being the Midtown transitional area and the elements of its transitional nature. What becomes a unifying mechanism in the

Plan is the envisionment of Midtown as a local destination for both public and private services and an emphasis on how streetscape improvements, signage, and marketing will give each area its own flavor. The Connectivity Plan (Map 3-1) illustrates how some thoroughfares separate different areas, while others form their spines. US 41 and Goodlette-Frank Road are strong separators. 10th Street, both North and South, forms a major north-south spine. Central Avenue functions as a major east-west spine. The current bounds of the Districts may require some adjustments and new planning. Moreover, theming, frontages, and thoroughfare types should be defined and described on a regulating plan.

District-wide strategies including ecotourism, Blue Zones, and sustainability, along with issues related to wayfinding and streetscapes, which are also important features of the plan. Wayfinding and streetscapes are important in their own contexts, but it cannot be underestimated how the type and location of buildings have a direct and significant impact upon both. Lastly, the Plan considers fiscal issues and the incentivizing of businesses and projects that could contribute to fulfilling the goals and aims defined in it. For fiscal reasons, the city needs a diverse mix of uses and the implementation of good planning to ensure that such is retained.

DISTRICT-WIDE STRATEGIES

Natural Naples – Eco-tourism: The Plan proposes building in a way that will promote tourism centered upon the Gordon River and adjacent lands. This

includes activities such as birdwatching and canoeing. These proposals have little impact on the study area except for some minor issues related to capacity for synergies with retail and lodging.

Neighborhood Plans: Plans mentions plans for three residential neighborhoods within the CRA are detailed, but only one, Lake Park, is in the study area, and partially at that. This neighborhood is separated from the rest of the study area to the south by Lake Manor Linear Park. These plans would be traditional neighborhood plans, except that this neighborhood is well-positioned for access to employment.

Community Policing: The city may pursue community policing – a meaning primarily a visible police presence and citizen involvement through block watches. Nowadays, this may include things like web-based message boards and linked surveillance cameras. (Note, these proposals require further study.)

Source – https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/2014_redevelopment_plan_201504131133469644.pdf (Page numbers refer to the pdf document)

REGULATORY REVIEW

NAPLES 2014 REDEVELOPMENT PLAN

Blue Zone Project: Blue Zones are areas designated for communities with healthy lifestyles and their attendant support mechanisms. Conceptually, these have links with the medical district, health and lifestyle facilities, and other interventions.

Sustainability: Because of climate change and its effects, the term itself has a different meaning than that of even seven years ago. The Plan discusses water use, green building, and alternative energy—including electric cars.

Way finding: This element has mainly to do with signage, although enlightened urban planning that creates physical landmarks and excellent pedestrian experience is the more powerful tool.

Connectivity & Transportation Plan: These separate but closely related sections require detailed study. The connectivity plan is a good starting point for proposals involving regulation, for transportation must involve the city's communication/collaboration with FDOT.

Redevelopment Inducements: As priorities may have changed, the several kinds of proposed redevelopment inducements may need to be revisited. One major concern within the Plan is how to retain a mix of uses and distinct Districts. Incentives could help level the competition for space.

In a couple of places, the Plan also mentions that a “more flexible” zoning system would support development. This may indicate that the PD zones expanding in the study

area have become more like the norm than the exception.

REDEVELOPMENT AREAS OR DISTRICTS

All the Districts and areas are relevant to the study area to some extent.

Midtown Transitional Area: This nine-block area is between the main part of the medical district and the 5th Avenue Overlay. According to the plan, it has no distinct flavor of its own, but it is well-suited to provide public and private services to residents—including public institutions.

US 41/9th Street South in the Midtown Transitional, Medical and Design District: This unwieldy area is a combination of a large medical district, a smaller design District (not so much artists as designers & décor), and the wide highway both feeding and tasking them. As noted elsewhere, the Design District and the Medical District may vie for space. The former, though, is centered further south than the latter.

Medical District: This district is self-explanatory, except that the Plan anticipates some biotech development and other medical uses. Medical districts tend to expand and the Plan contemplates the District expanding across US 41.

5th Avenue Overlay: This overlay has been successful, but may require a new parking deck to the south.

Arts and Civic District: This District has some functional continuity with the Midtown Transitional Area, but it is its own District. The Plan has ambitious ideas for

programming and education that, if carried out, would make it extremely vibrant.

5th Avenue Extension: 5th Avenue South is successful, but it ends in a zone disrupted by US 41's girth and speed. The area could be built up, and the south side of 5th Ave. S. east of 9th St. S. might function as a one-sided beach-head for the western part of 5th Ave. S.

US-41 Gateway Area: This area is to the east of the study area and around a bend. It is a high-speed thoroughfare across water, so it likely requires design intervention where it lands at Goodlette-Frank Road.



Source – https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/2014_redevelopment_plan_201504131133469644.pdf (Page numbers refer to the pdf document)

REGULATORY REVIEW

NAPLES 2014 REDEVELOPMENT PLAN

POTENTIAL FRICTION BETWEEN DISTRICTS AND AMONG USES

Further planning should consider the neighborhood impact of redevelopment programs. While this is usually taken to mean accounting for relocating residents, in this case it may involve relocating businesses.

The Medical District is a long shape extending up Goodlette-Frank Road. Its furthest extent is about 3500 feet from the nearest corner of the hospital. However, it extends only half a block east of ninth Street. One imagines that if the city were to realize its ambitions for the District, it would tend to conflict with the Design District's northern panhandle, next to the River Park Neighborhood. Fortunately, Central Avenue is an important cross-axis for the Design District, and 3rd Ave., North is an important cross-axis for the Medical District. This may suggest a strategy of migrating the Design District south. It may, alternatively, suggest a strategy of allowing them to interpenetrate on their edges. If desired, incentives like rent support could help level the playing field between these economically distinct uses.

Although Naples may be an exception, adjacent concentrations of workforce housing and high-end housing often lead to conflicts. Residential PD districts are colonizing the CRA, so we may expect them to form a patch that extends south from the River Park Neighborhood almost to US 41/5th Ave., South. Notwithstanding the residential use, this intense development may create some friction with the workforce housing, which is on city-owned lots.

This may be resolved through building types, zoning, relocation strategies, rent subsidies, etc. Since units in the upscale new housing face the existing workforce housing, design may well be a point of contention.

SCALES OF DEVELOPMENT

Every District except those that are purely residential contemplate some increased density, which implies increased height and increased floor space. One-story structures redeveloped as three-story buildings in several places is anticipated. The Plan also discusses a need for at least two new parking garages.

In general, the Downtown District's zoning is consistent with the Fifth Avenue South plan and would provide a solid basis for the development contemplated by the Plan. Nevertheless, it does not contemplate building types that might very well work better with the unique conditions in the District.

TRAFFIC, PEDESTRIANS, AND BICYCLES

Naples has tried to work with FDOT to mitigate its widened thoroughfares for decades. This causes enormous problems for the Plan. Traffic on US 41 and on Goodlette-Frank Road are within the Level of Service threshold. Street crossings, however, are unfriendly and (according to the Plan) dangerous. The Plan mentions needed improvements along these thoroughfares in a few places, but it also suggests that Fifth Avenue South, East of 9th St. South is unworkable for pedestrians or bicycle riders. The "Four Corners" area is particularly fraught. There

was a competition over its redesign. (Please See Section "Leverage the Assets for the Four Corners" – DPZ proposal.)

The Plan acknowledges the conflicts with pedestrian and bicycling issues and recommends, in effect, a bicycle Boulevard on 6th Ave., South. The general tenor of the Plan suggests a very strong need for not merely streetscape and signage, but solid pedestrian and bicycle design strategies.

TRANSIT

The Plan does include some consideration of issues relating to transit, albeit sparse, consisting in 2014 or only two or three lines of commentary. See p. 76 for mention of an east-west line along Central Avenue that could prove useful. This would be central to the Medical District, as shared autonomous vehicles might provide this kind of service in the not-too-distant future.

SEWERS AND STORMWATER

Sewers are discussed, but we should note that stormwater is a major point of consideration in the Plan. Note in particular that Lake Manor Linear Park is a stormwater facility.

Source – https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/2014_redevelopment_plan_201504131133469644.pdf (Page numbers refer to the pdf document)

REGULATORY REVIEW

NAPLES 2014 REDEVELOPMENT PLAN

VARIOUS PLANNING ISSUES

With regards to its current form, the Zoning Code would benefit by being easier to understand. The D-Downtown District is a good example of how broader zoning considerations such as regulating different thoroughfares according to frontages on a Regulating Plan accomplishes such effective clarity. The Plan discusses Regulating Plans on p. 59.

Below are some important items taken into consideration by the Master Plan:

- The CRA includes more than adequate consideration of single-family dwellings and highlights the importance of neighborhood plans (p. 7).
- Examples of acceptable proposals and action-items in CRA, the inclusion of a wish list, and a necessary “to-do” list (p.10).
- Specific characteristics, such as how the Design District is largely dedicated to interior design and architecture, as opposed to decorative art (p. 13).
- The disparate, meandering quality of the Medical District, defined within the 3500 foot distance between CH Baker hospital and the furthest building, which is on Goodlette-Frank Rd. (p. 14).
- Height limits in the City Charter, (p. 26).
- An inspection using Google Street View indicates that the AE EL8 FEMA designation has somehow evolved

into a tall first story (p. 27).

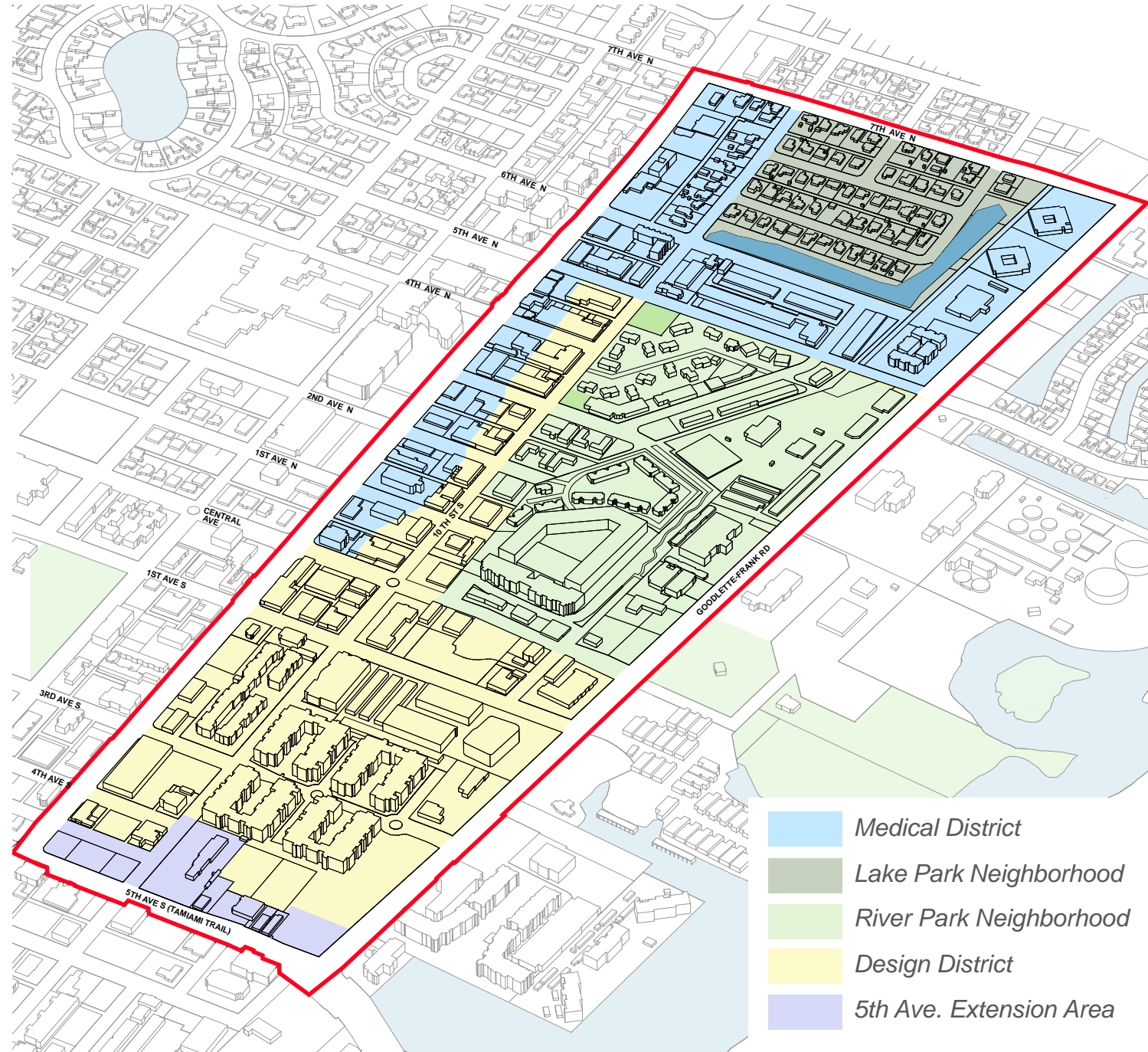
- Eleven Eleven Central includes a small public park and path, (p. 32).
- City owns/ed key property on the corner of Goodlette-Frank Road and US 41/5th Ave. South (p. 33).
- Privately owned public space, though not by name (p. 43).
- Suggestion of developing criteria for measuring success create clarity around what constitutes progress, which can serve as proper prompts to grapple with friction between Districts (p. 44).
- Consider incorporating updated information on Blue Zones into recommendations (p. 68).
- The built environment and walkable community characteristics (immediately below) are completely consistent with best practices of 21st century urban planning (p. 69).
- The vital importance of connectivity, including the use of shade and its impact upon streetscapes and visual appeal (p. 75, See Section “Connecting the District”).
- The city is highly concerned by the lack of safe connectivity across US 41. It has a 30 year (or longer) history of trying to get FDOT to allow safe crossing and decent frontages (p. 75).
- Rental assistance is an important tool for helping design-oriented communities: not just artists, but also small

offices (p. 87).

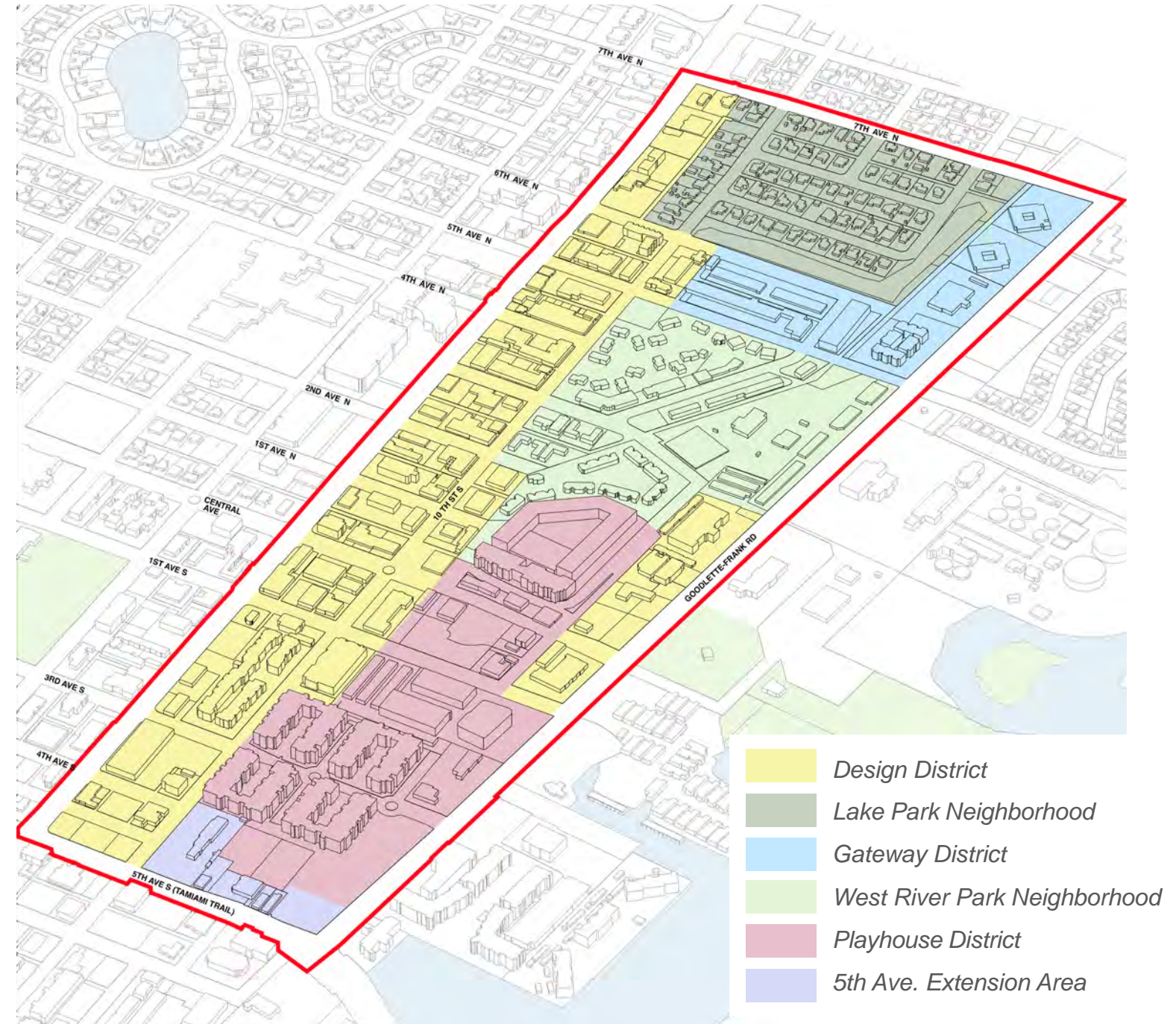
- The test for rental assistance should be whether a location creates an environment that supports continued employment on the site or not. Success of individual businesses is not the correct metric by which to evaluate the efficacy of an assistance outlay – the single deciding factor should be whether the City of Naples recovers more in tax revenue as a result (including by indirect returns) than it spends on the subsidy (p. 88).
- Inducements include plan donations and write-downs, credits for infrastructure improvements, reimbursement for development fees or for the cost of public amenities on private property, and assistance with permitting and Project review process (p. 90).
- Timescales of the then 10-year Capital Improvement and Implementation Plan through the CRA sunset in 2024 and the plan for years 11 through 30. (p. 92 and 95, respectively, p. 92).

REGULATORY REVIEW

EXISTING & PROPOSED DISTRICTS WITHIN THE DESIGN DISTRICT



Existing Districts in 3-D



Proposed Districts in 3-D

Source 3D from 2D Drawings – https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/2014_redevelopment_plan_201504131133469644.pdf (Page numbers refer to the pdf document)

REGULATORY REVIEW

COMPARISON OF D DOWNTOWN & 5TH AVE. SOUTH SPECIAL OVERLAY DISTRICTS

In general, the D-Downtown District (DDD) seems to be adapted liberally from the 5th Avenue South Special Overlay District (5ASOD). The DD is, however, a zone in its own right, not an overlay on top of other zones.

Since the DD is its own zone, its format and methods of regulation should be adapted for future zoning nearby. Also possible is the “flattening” of the 5ASOD into a distinct zone or set of zones in order to remove the complication of an overlay.

SIMILARITIES AND DIFFERENCES

In general, the 5ASOD is more concise instrument, but the DDD is sometimes clearer in its prescriptions. The 5ASOD is also organized in a manner more familiar to professionals who work in many locales.

Each of the two districts makes use of its own definitions: Sec. 58-1132. – Definitions and Sec. 58-902. – Definitions. The two sets, though, could be reconciled.

The 5ASOD uses a regulating plan, while the DDD makes use of Diagram 1, which defines setback zones. Diagram 1 is akin to one layer of a more comprehensive regulating plan. The DDD’s map could be augmented by another map that shows the relevant elements of the 5ASOD’s regulating plan, such as terminated vistas.

The most salient difference between the two districts’ regulations is that the DDD consists of several different frontage zones. This means that a single district can look very

different in different places. With adaptations to accommodate their respectively different administrative procedures and to account for potentially divergent details and nonconformities, the DDD could be adjusted to regulate the 5ASOD.

Both districts manage nonconformities and other issues in different ways, but to similar effect. The 5ASOD is careful to clarify, for instance, how to handle adding to the front of a building that does not conform to the rear setback requirement (Sec. 58-1134 (b) (11)). The DDD is less specific about that specific nonconformity, but its system for nonconformities (Sec. 58-918. – Nonconformities) and waivers (Sec. 58-917. – Waivers) would likely result in a similar built outcome.

Both the DDD and the 5ASOD are broadly similar in how they allow for facades and the regulation of their placement. However, their regulatory requirements are slightly different. The DDD uses a “build-to line” and a “setback zone,” whereas the 5ASOD uses a more conventional setback. In the 5ASOD, the first story has “no front setback.” In this sense, the DDD is written in a more sophisticated fashion in that it allows for more variance in and among façades. The DDD has several different setback zones and the build-to line requirements offer more variation. (See Sec. 58-912. – Standards for building design, (1).) For example, in Setback Zone A, (58-912. (1)a), 100% of a lot’s width must have either a façade or porticoes, arcades, or decorative walls. The “Streetwall” in the 5ASOD is equivalent to a decorative wall in the DD (Sec. 58-1134.

– Specific provisions. (b)(2)). The DDD utilizes the concept of a set-back constituted by a “break” from the façade only if it steps back eight feet or more (Sec. 58-912. (1)g.).

Parking requirements in each are worded differently, but their effect is similar. For example, the 5ASOD says that the council may provide public parking (Sec. 58-1134. (d) (2)) and also has a system of “parking reserves” (Sec. 58-1134, Exhibit A). The DDD has a more detailed provision for payment in lieu of parking (sec. 58-920). The 5ASOD says, “Surface parking lots shall not be permitted on a frontage line or within 30 feet of the frontage line.” (See Sec. 58-1134. (b)(8)).

RECOMMENDATION

DPZ suggests determining what differences in the application and permitting processes for the two districts the city wants or needs to retain. If critical differences do exist, then they can be maintained in the specific regulatory requirements of each district.

Reconciling the two sets of requirements into one document is another option that the City may wish to address at some point. The problem lies in that the D-Downtown still retains elements of Euclidean zoning, a system more concerned with land uses and their separation, while the 5th Ave S Overlay is more of a form-based code, more focused on the shaping of the public realm and the building envelopes that frame it.

REGULATORY REVIEW

NAPLES 2014 REDEVELOPMENT PLAN – KEY ALIGNMENTS & CONFLICTS

ALIGNMENTS WITH DESIGN DISTRICT

Connectivity:

- Supports 10th Street as the District Spine.
- Supports Enhancing Streetscape, Signage, and Wayfinding.

Mixed-use:

- Supports Broad Mix of Uses.

Financing:

- Supports Fiscal & Incentive Strategies.
- Supports Redevelopment Inducements.
- Supports Rental Assistance for Artists and.
- Small Businesses.

Housing & Business Incentives:

- Supports Incentives and Bonuses for Artists and Small Businesses.
- Workforce and Affordable Housing.
- Key Priorities in CRA Housing Affordability Study (April 2022).
- Supports Assistance with Permitting and Project Review Process.
- Support Credits for Infrastructure Improvements.

ALIGNMENTS WITH DESIGN DISTRICT

Health & Safety:

- Supports security through physical design (CPTED).
- Support Blue Zone strategies and policies.

Scale:

- Support the three story scale in the Naples Charter and Zoning Code.

Multi-modal Network:

- Supports the goals of the 2022 Naples Bicycle and Pedestrian Master Plan Update whose City of Naples Bike Loop traverses the Design District along Central Ave.

POTENTIAL CONFLICTS WITH DESIGN DISTRICT

Mapping:

- The way CRA Districts have overlaps within the Design District may indicate the need to have these reconsidered. Naples Square and the Playhouse redevelopment area which may work better as its own district.

Zoning:

- Though consistent with 5th Ave South Master Plan, Downtown District zoning may not serve the Design District with regard to innovative recommendations.

Multi-modal Network:

- Acknowledges there are conflicts between vehicular, pedestrian and bicycle traffic— especially at the interface with US41 (Pedestrian Sleeves).

REGULATORY REVIEW

LAND USES & ZONING

The Countywide Future Land Use Map (pdf) available on Collier County’s website is an important resource since the Comprehensive Plan references it in connection with the Coastal High Hazard Area Map – to the effect that new development is not encouraged within that area. Most of the study area overlaps with its contents. (This is also indicated on Future Land Use Attachment B. They are not, however, perfectly analogous, which may require some clarification.)

WATER AND SEWER MAPS

The Water Supply Facilities Work Plan Sub-Element to The Public Facilities and Water Resources Element’s Overview section (Section 2.1) includes among several others, the map, “City of Naples Integrated Water Resources Plan.” These maps indicate the location of water lines, service areas, etc., but have little direct bearing upon the study area since it is a well-served area on all maps.

EXISTING LAND USE

The existing land-use map illustrates how 10th Street functions as a general commercial spine with some existing residential areas, vacant lots, and industrial space to the east, most of which has already been developed for other uses. Note that the colors on the map proper do not match those in the legend, so reading the map is slightly difficult.

FUTURE LAND USE

The coastal high-hazard line, construction control line, and building zone line dominate the map so it is difficult to see

what is behind them. However, the study area is mostly mapped as downtown mixed use with some residential use mixed in. Of special note is that the map indicates the workforce housing areas are classified as medium-density residential, which implies that if the city wants to increase the density of these areas it must revisit its Comprehensive Plan.

ZONING

Although the functional focus of the study area is mainly within the D-Downtown zone, a large area of Planned Development (PD) is also included. The two PDs that were permitted recently and are now nearing completion, Eleven-Eleven Central and Quattro at Naples Square, were allowed to exceed the 3-story limit on development in both the zoning codes and in the Charter. Nevertheless, the development bonuses that were previously allowed to permit their increased height, and exceed the D-Downtown density cap, were rescinded in March of 2022, via Ordinance 2022-14812, which reaffirmed the 12 du per acre density. However, the zoning that governs the D-Downtown does permit multi-family residential in R-3-12 to achieve a maximum density of 16 du per acre for affordable housing.

OVERLAY DISTRICTS

The study area is only in the CRA District and the Fifth Ave Overlay has its own district.

Source – https://www.naplesgov.com/sites/default/files/fileattachments/cmmunity_redevelopment_agency/page/3501/2014_redevelopment_plan_201504131133469644.pdf (Page numbers refer to the pdf document)

REGULATORY REVIEW

COMPREHENSIVE PLAN

The Comprehensive Plan includes a few key elements that are relevant to the study area. In general, the city wants this area to be pedestrian-friendly and mixed-use. An important issue is limiting development within the Coastal High-Hazard Area that includes a large portion of the study area.

COASTAL HIGH HAZARD AREA

New development is typically discouraged in the Coastal High-Hazard Area, especially residential development. However, as it is being within an existing urban landscape, the state requires any redevelopment to take measures to reduce the risk of flooding in these areas. This is generally completed by raising site elevations above FEMA flood elevations or other resiliency measures on infrastructure.

The FEMA flood elevation for the majority of the area is 8 NAVD and existing elevations range between 6-7 +/- . One option that is considered in the Infrastructure section is to raise the roadways in areas below FEMA flood elevation. This may negatively impact existing structures and all new redevelopment should take into consideration such possibilities.


The main Coastal High-Hazard Area includes the southeast portion of the study area, though the County map and the city are not in exact agreement with one another as to how these areas overlap. Some contradictions in the text do in fact exist. For instance, Future Land Use Element Policy 3-3 advises that the city: “Limit public

expenditure that encourages or subsidizes private development in the Coastal High-Hazard Area to the provision of services per density levels as determined by the FLUM, Policy 1-1 and as further limited by the Code of Ordinances.” The contraindicatory significance of this directive is that although the Comprehensive Plan is supposed to guide what the Code of Ordinances does in fact allow, the Code of Ordinances can also limit the Comprehensive Plan. So considered, city may encourage new development in the Coastal High-Hazard Area if:

- The development is commercial and flood proofed. The code mentions flood proofing in connection with the FEMA elevation in Sec. 58-911. – Standards for site design, (4). There, commercial property is to be flood proofed rather than raised more than 1 ½ feet above the sidewalk.
- The development is elevated above the flood elevation – and presumably to hurricane code, otherwise.

Land Use Objective 3 directs that, “Land uses and population densities shall be coordinated with the City’s and Collier County’s hurricane evacuation policies and with other relevant plans and policies.” The cap of 12 units per acre is presumably justified by these evacuation policies while also representing the community’s preferences.

Source – https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/2014_redevelopment_plan_201504131133469644.pdf (Page numbers refer to the pdf document)



**CITY OF NAPLES
COMPREHENSIVE PLAN**

TABLE OF CONTENTS

	<u>Page No.</u>
Introduction	
Introduction	I. 2
Historical Background of Planning in Naples.....	I. 8
VISION Work Plan	
Introduction	V.W.P. 2
Goal, Objectives and Policies	V.W.P. 3
Future Land Use Element	
Introduction	F.L.U.E. 2
Goal, Objectives and Policies	F.L.U.E. 5
Generalized Future Land Use	F.L.U.E. 19
Community Profile	F.L.U.E. 30
Housing Element	
Statement of Purpose	H.E. 2
Introduction	H.E. 4
Methodology	H.E. 5
Goal, Objectives and Policies	H.E. 6
Conservation and Coastal Management Element	
Introduction	C.C.M.E. 2
Coastal Zone Boundary	C.C.M.E. 2
Goal, Objectives and Policies	C.C.M.E. 3
Classification of Land Development Suitability	C.C.M.E. 16
Transportation Element	
Introduction	T.E. 2
Goal, Objectives and Policies	T.E. 3
Public Facilities and Water Resources Element	
Introduction	P.F.W.R.E. 2
Goal, Objectives and Policies	P.F.W.R.E. 3

https://library.municode.com/fl/naples/codes/comprehensive_plan

REGULATORY REVIEW

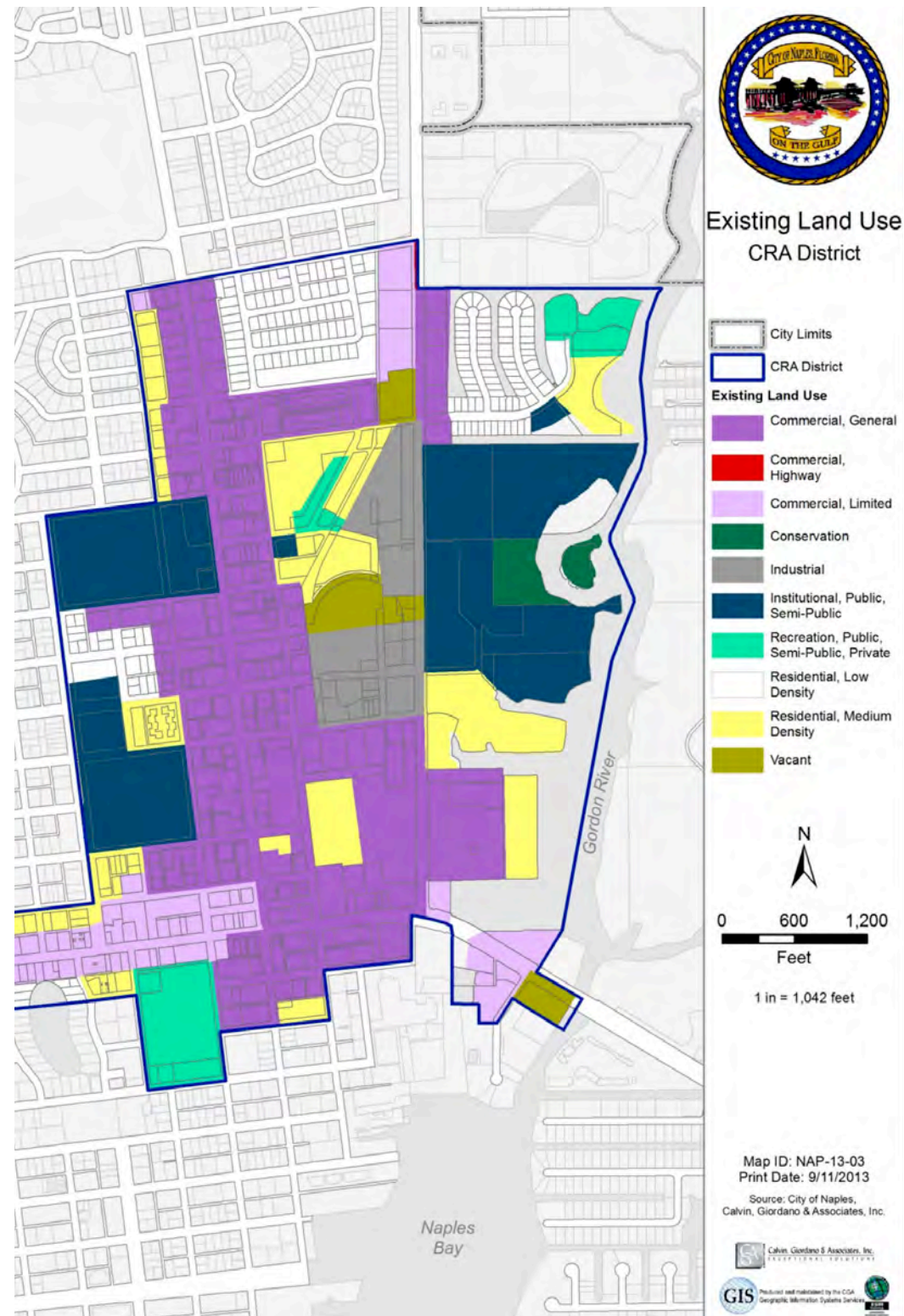
COMPREHENSIVE PLAN LAND USE ELEMENT

STRONG SUPPORT FOR MIXED USE, WALKABILITY, INFILL

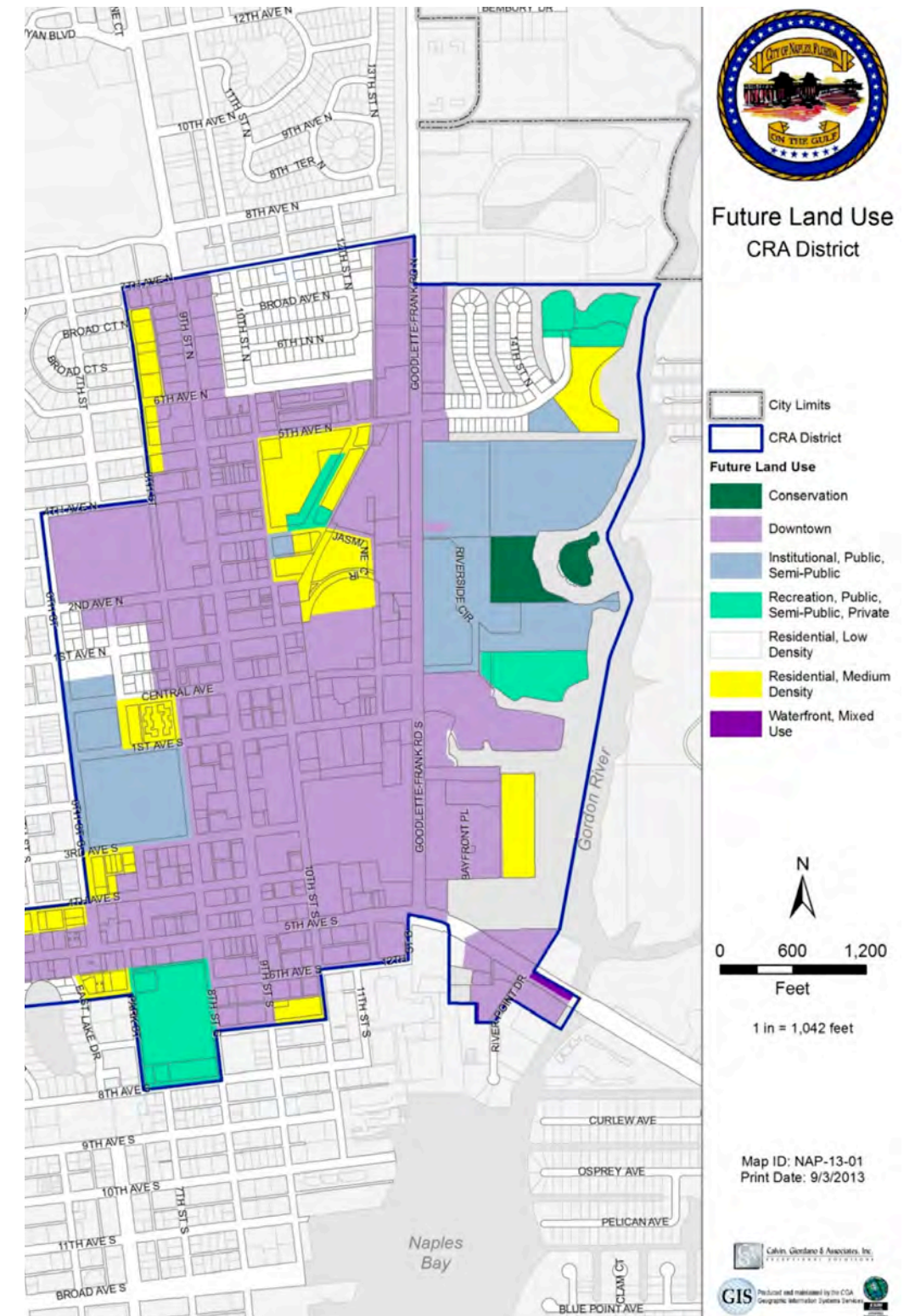
Whenever the downtown area is described, it is always insisted that it should be defined by vertical mixed use, reduced trip lengths, walkability, and wisely considered infill. Nevertheless, density is supposed to remain below the 12 units per acre cap. (Raising the cap would require amending multiple indications in the Comprehensive Plan.)

Because blocks, street grids, and the well-justified critique of US 41 are other important features of the Comprehensive Plan, New Urbanist principles are either advertently or inadvertently at the heart of the Plan's aims and proposals. The New Urbanist approach is not only considerate of all that is contained with the Plan, its unique toolkit is ideally suited to effectively addressing issues both within and near the study area.

Source – https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/2014_redevelopment_plan_201504131133469644.pdf (Page numbers refer to the pdf document)



Existing Land Use



Future Land Use

REGULATORY REVIEW

COMPREHENSIVE PLAN LAND USE ELEMENT

Potential Issues to be Discussed prior to Implementing Future Regulatory Changes

Table: Notes and Mentions

Comment	Text	Objective or Policy
Residential cap in study area described	Residential Density for area within 5th Ave S, 8th Street, 7th Ave N, and Goodlette Rd is limited to 12 units/ac overall with open space provisions	Land Use Policy 1-1
Strong support for walkability and mixed use throughout	Continue to promote and maintain mixed use land use and zoning that reduces trip lengths, number of trips, time of travel and promotes pedestrian activity.	Land Use Policy 1-13.1
Detail of strong support for walkability & mixed use.	The Downtown Mixed-Use District as detailed on the FLUM contains a mixture of existing uses with significant opportunity for future infill development and redevelopment. This district will continue to promote mixed uses with emphasis on commercial and residential uses in the same structure.	Generalized Future Land Use
Strong support for vertical mixed use	The downtown mixed-use district shall encourage a broad range of service businesses and shall provide an opportunity for mixed uses, with emphasis on upper-story residential in commercial structures.	Land Use Policy 5-1
Solar absent from Land Use element	Coordinate with local utilities to provide for the location and expansion of facilities that promote energy efficiency.	Land Use Policy 1-13.8
Solar mentioned elsewhere in the Comprehensive Plan	Several other sections mention solar power.	Various
Note & mention that LOS standards undergird water as well as traffic	Provide necessary public facilities and utilities for existing development based on LOS standards, and plan for the provision of land for necessary public facilities for new development. Designate the financial resources needed in the Five-Year Capital Improvements Program.	Land Use Objective 2
The Southeastern part of study area is within the coastal high hazard area.	Policy 3-5: Direct new population growth away from known or predicted coastal high hazard areas except for residential development in compliance with the FLUM and as may be further limited by the Code of Ordinances	Land Use Policy 3-5

Not only historic, but “architecturally significant” structures are worthy of preservation.	Policy 6-10: Amend the Code of Ordinances criteria for the issuance of a variance or expansion of nonconformity to allow for the renovation, rehabilitation and compatible additions to historic or architecturally significant structures.	Land Use Policy 6-10
This is the designation of the existing workforce housing.	“Medium Density Residential” . . .	Land Use Designation Description c.

Table: Notes and Mentions

Comment	Text	Objective or Policy
This is designation covers most of the study area.	The "Downtown <u>Mixed Use</u> District" currently contains a mixture of uses	Land Use Designation Description e.

REGULATORY REVIEW

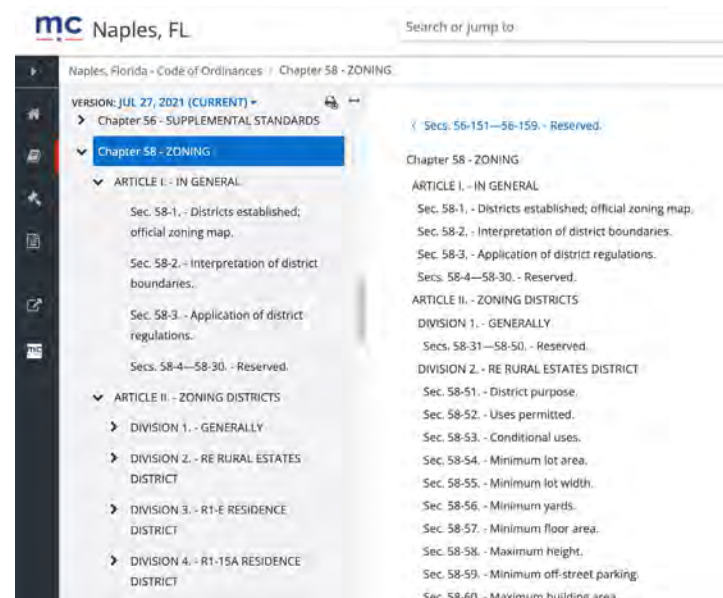
LAND USES AND ZONING MAPS

The 41-10 District is regulated by the City's D-Downtown Zoning Ordinance. D-Downtown zoning is governed by language that appears to be greatly influenced by the 5th Avenue South Overlay. The goal of this overlay was to produce a mixed-use, traditional urban environment of mostly 3-story buildings. While some regulations have been framed with greater flexibility, specifically with regards to frontage setbacks, the 41-10 area's character is quite different from 5th Avenue South.

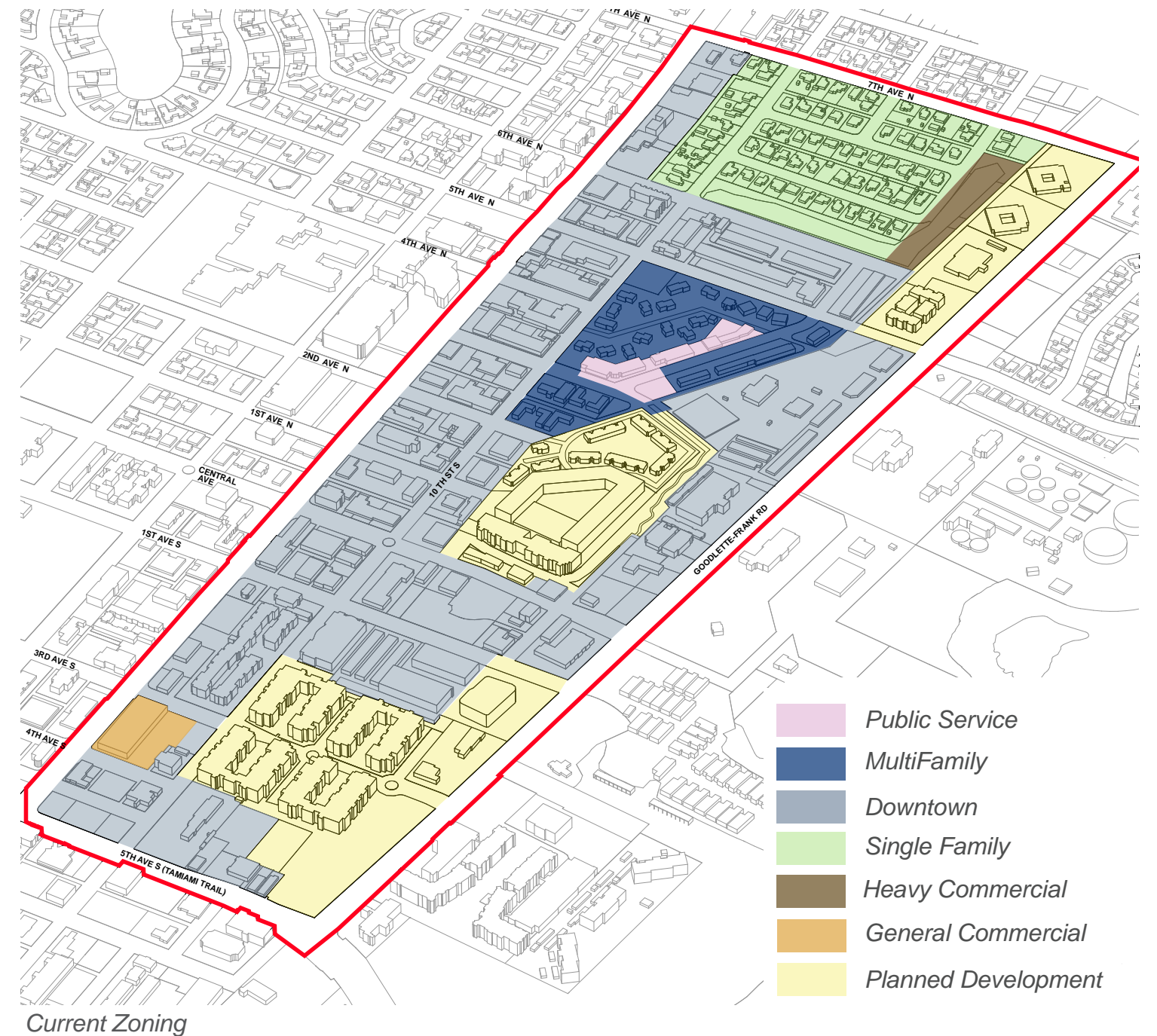
One of the key objectives of this master plan effort is to identify the ways in which the regulations of this District should differ from 5th Avenue South. Given the diverse and eclectic history of this unique

neighborhood, with a large inventory of single-story buildings, the important questions for this area involve how much of the current character of this area should be codified and whether an evolution over time to a higher intensity should be contemplated.

Planned Development Zoning as it relates to the 41-10 is another important issue addressed by the Plan. Recent projects permitted and built as Planned Developments demonstrate a scale and footprint noticeably larger than their surrounding fabric. **The charrette explored a range of transitional building types that can help bridge these two contrasting urban typologies.**



Source – https://library.municode.com/fl/naples/codes/code_of_ordinances?nodeId=PTIICOOR_CH58ZO



Current Zoning

ZONING RECOMMENDATIONS

PROPOSED ZONING

Most of the Design Walk, as well as the entire 41-10 Mixed-Use Area, currently falls under the D-Downtown Zoning category. The Design Walk will introduce a new and unique approach to urban planning that will not fit into the current Downtown zoning parameters.

One option is that the **CRA initiates a new Special Overlay District** that will allow for the implementation of the Design Walk and incorporate the innovative ideas developed during the public process, which was widely supported by residents and businesses.

In addition, the boundaries of **Design Walk Special Overlay District should be expanded beyond the urban blocks between 10th Street and US-41** and be applied to several blocks located along Goodlette-Frank Road. With a posted speed limit of 45 miles per hour, this six-lane county road is not pedestrian-friendly, therefore turning some uses towards the interior of these blocks will be beneficial as it will facilitate better connection to the rest of the District and support the success of existing and newly proposed businesses and food and beverage establishments.

The Naples Redevelopment Plan of 2014 actually mentions **the need for a “more flexible” zoning** that supports development in the D-Downtown. The Design Walk will require a specially-tailored Overlay that acknowledges **the unique nature of this District-** that differs from the two more tourist-oriented destinations in Naples – Fifth Avenue South and Third Street South.

The Design Walk regulations should allow **a wider range of uses**, such as outdoor seating and dining, music venues, art installations, and others should be encouraged and included in the list of allowed uses. Also needed is **greater flexibility in general, but particularly in the understanding of front and back conditions** within the urban blocks of the area between US-41 and 10th Street. Indeed, the design standards should be written to create an area of small-scale, walkable, design-and-art focused, diverse development.

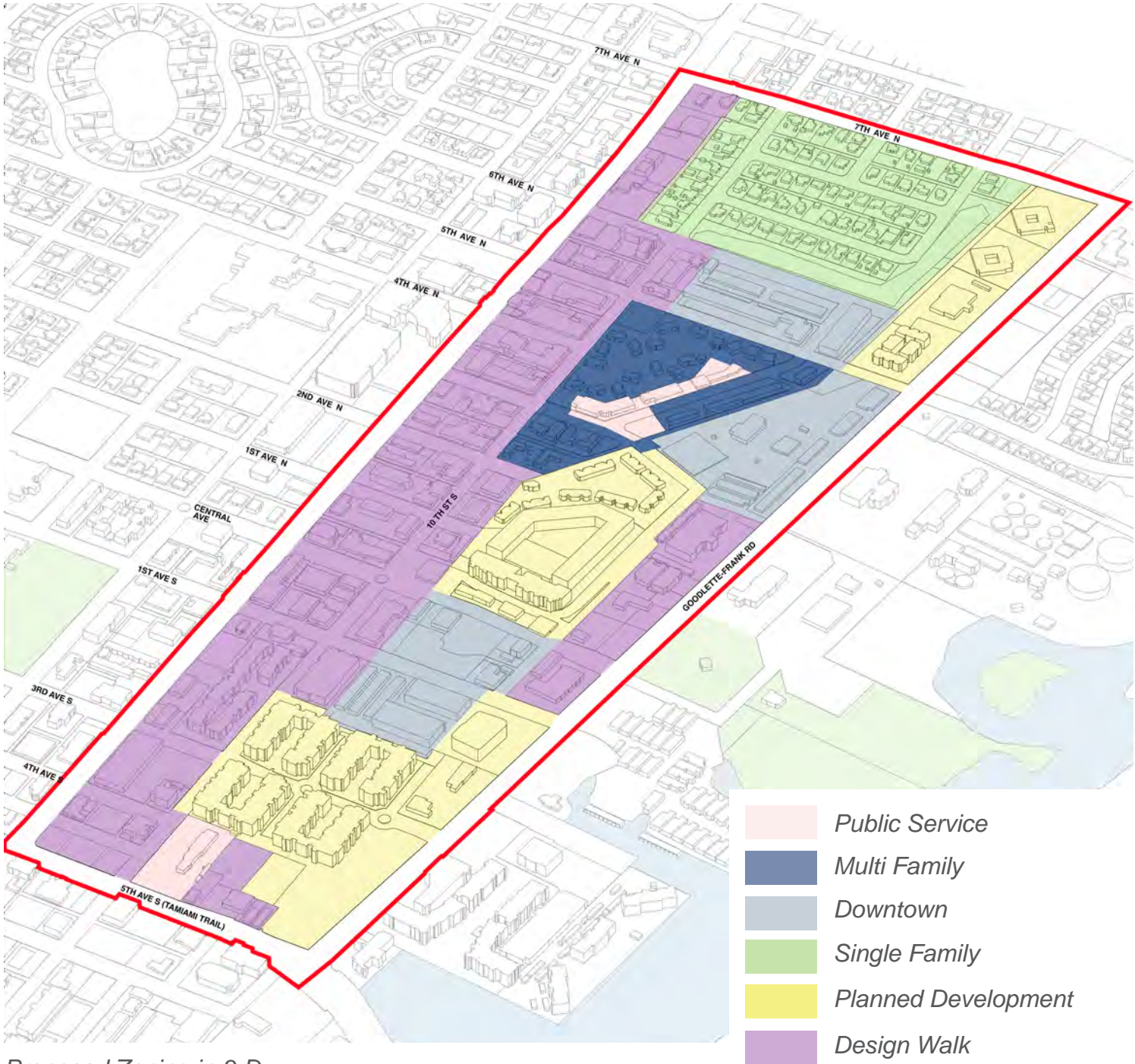
Aside from the rules that will shape the Design Walk, the 41-10 study has revealed the need for **greater coordination between the Planning and Building Departments and the regulatory frameworks that govern them.** The permit process is designed to take no more than 45 days, however, local business and property owners in the District have reported obstacles and delays with applications to secure a change of use, add outdoor seating and signage (sandwich boards), as well as small interior renovations. The time-consuming process, and the extra expense from delays, appears to be discouraging investment in the District.

A tool to consider is to **make the building and zoning process more user-friendly** by incorporating web-training videos that explain procedures and protocols affecting everything from redevelopment and expansions, to small renovations and façade upgrades.

Addressing the expressed concern over the **limited inventory of workforce and affordable housing**, the Enable Prosperity chapter includes pockets of affordable infill development that maintain such neighborhood compatibility features as small footprints and the 3-story height limit. However, these illustrative examples exceed the 16 du per acre density allowed under the current zoning. The City should consider increasing this limit to enable multi-family affordable and workforce housing development in the District.

ZONING RECOMMENDATIONS

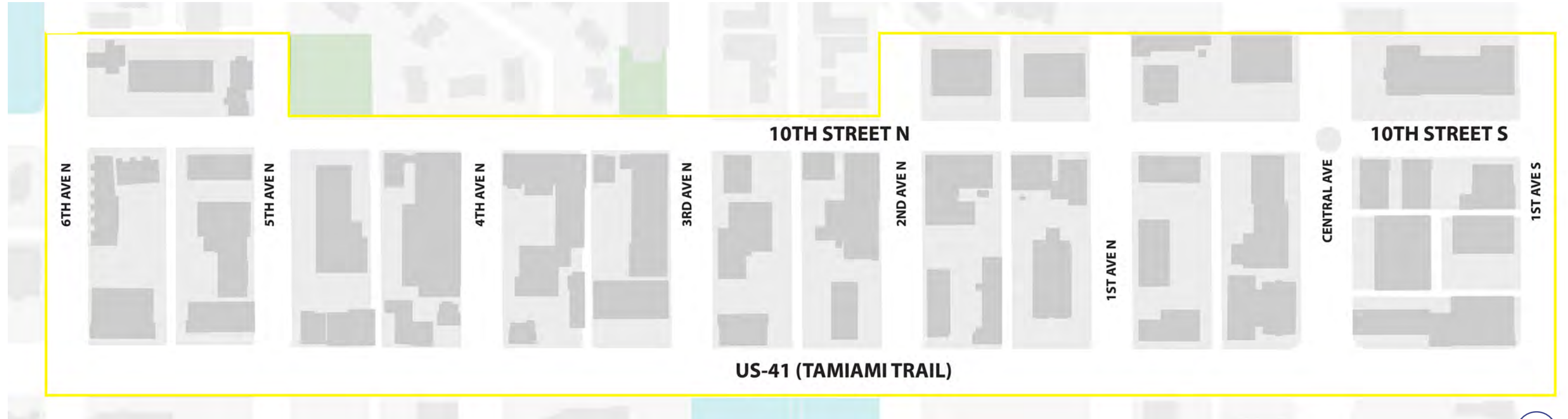
PROPOSED ZONING



Proposed Zoning in 3-D

DESIGN WALK SPECIAL OVERLAY DISTRICT

CONCEPTUAL REGULATING PLAN - EXISTING CONDITIONS



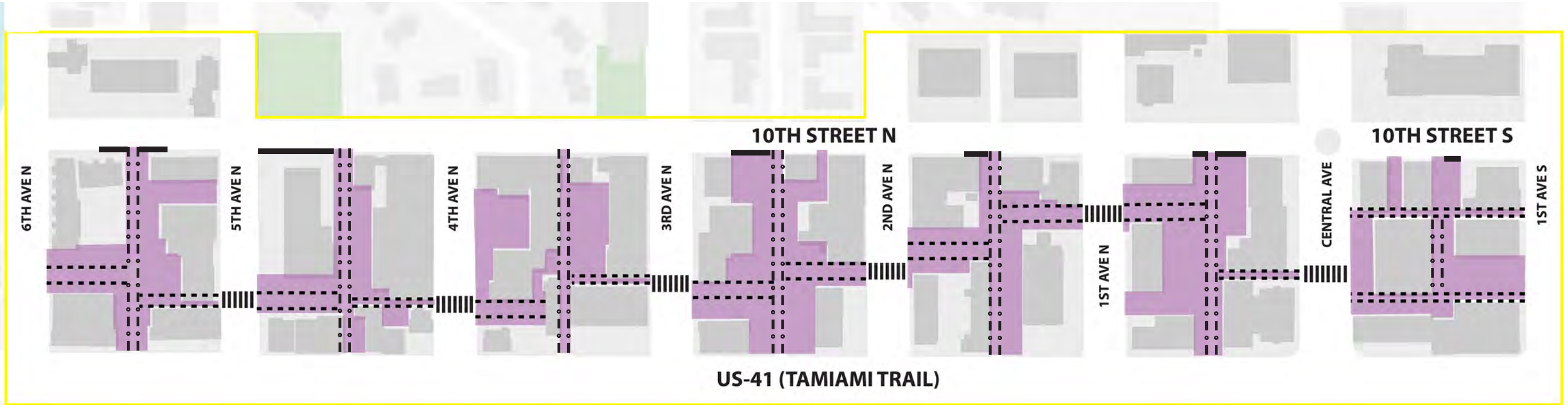
Design Walk Existing Conditions

This diagram shows a portion of the Design Walk along 10th Street between 6th Ave North and 1st Ave South.

This is a sample of a potential Regulating Plan for the area. See the following pages.

DESIGN WALK SPECIAL OVERLAY DISTRICT

CONCEPTUAL REGULATING PLAN - URBAN STANDARDS



Design Walk Urban & Use Standards

PRIVATE AND PUBLIC INTERIOR BLOCK

R.O.W OF ALLEYS:

Preserve the minimum of 24' and public R.O.W.

NORTH-SOUTH PEDESTRIAN CONNECTIVITY:

Maintain minimum of 12' between buildings unless existing dimensions are smaller.

10th STREET ALLEY ENCLOSURE:

Frame the alley openings along 10th Street with buildings, street walls (up to 3.5' in height) or hedges & fences for better spatial definition.

PEDESTRIAN SLEEVES:

- Connect the Design Walk entrances with well-marked pedestrian crossings.
- Each half-block shall provide at least one passage to link the Design Walk to the pedestrian sleeves and ensure the north-south District connectivity. The passages need not be aligned as long as they connect via the alley.

DESIGN WALK MATERIALS:

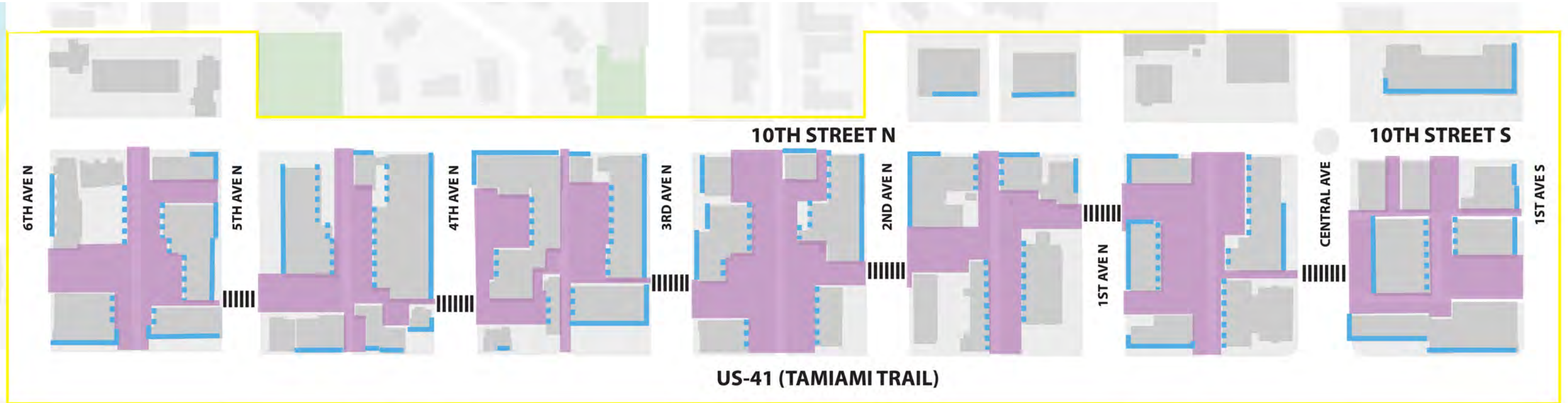
Pervious pavement materials are encouraged (Belgian Cobble, bricks, pervious concrete, etc.) Each block can have a different type of material, but the best solution will be to use one unifying material for the entire Design Walk.

SUGGESTED USES ALONG THE DESIGN WALK:

- Food Markets / Food Halls
- Food Trucks / Outdoor Cocktail Lounges / Bar Porches
- Outdoor Dining and Sitting Areas
- Performance Stages
- Sport Fields (basketball maximum in size)
- “Green” Walls / Digital Graffiti Installations
- Outdoor Public Art Installations
- Playground Equipment
- Covered Passages / Trellises
- Outdoor Movie Screens

DESIGN WALK SPECIAL OVERLAY DISTRICT

CONCEPTUAL REGULATING PLAN - STOREFRONT & OTHER STANDARDS



Design Walk Urban Standards

- PRIVATE AND PUBLIC INTERIOR BLOCK**
- DESIGN WALK EXISTING GLAZING**
- DESIGN WALK FACADES:**
Allow minimum 50% glazing and entrances on alley-facing frontages.
- PEDESTRIAN SLEEVES:**
Connect the Design Walk entrances with pedestrian crossings.

- BUILDING HEIGHT:**
All new redevelopment along the Design Walk should not be taller than 3 stories.
- BUILDING SCALE:**
Building length should not exceed 180 ft. in length along any thoroughfare. In addition, building frontages will require recesses and articulations to avoid overly-long, uninterrupted street walls.

- ROOFS:**
Flat roofs are encouraged for outdoor seating as well as the installation of solar panels and/or green infrastructure.
- LANDSCAPING:**
Each mid-block along the Design Walk should be required to provide a minimum amount of green space and tree canopy to complement the hardscaped areas and provide shade.

MANAGEMENT BEST PRACTICES

GENERAL RECOMMENDATIONS

SERVICE AND OPERATIONS

Currently, the 41-10 back-of-house along the existing alleys is disorganized and unattractive. The reasons include the nature and variety of the existing businesses (car repair shops, warehouses, etc.) and the way the alleys are managed daily. Service and loading happen throughout the day – sometimes along the east-west avenues, other times in the alleys. By introducing a number of management tools, the perceived disorder and uncleanness can be easily eliminated and the alleys transformed into meaningful and attractive civic spaces that invite customers of the existing businesses.

RECOMMENDATIONS

- Replace large dumpsters with smaller trash receptacles/waste bins and group them in one or two places at the entrance of the alley. Screen the location with a light structure or a hedge and use a sign to clearly state what the rules are (Follow Chapter 32 – Solid Waste, Sec. 32-39). In the case of a new commercial building, require indoor, air-conditioned space for waste storage.

- Increase trash collection frequency. Daily collection is ideal for commercial areas and restaurants but even 3-4 times per week can bring a great improvement.
- Restrict delivery and trash collection schedule to specific times during the day and the week. Service and delivery traffic should be limited to off-peak visiting hours.



MANAGEMENT BEST PRACTICES

GENERAL RECOMMENDATIONS

FOOD & BEVERAGE

Pop-up eateries or food trucks should be encouraged along the Design Walk but carefully coordinated and licensed, so they augment and not detract from existing food establishments.

SIGNAGE

The creative spirit of the Design District should be reflected in its lighting and signage. The City should consider more relaxed signage regulations within the Design Walk and allow sandwich boards, flags and banners that are typically restricted elsewhere in the Downtown.

PARKING

- A district parking management authority should be established.
- Merchants should be instructed to discourage employees from taking the most convenient parking spaces.
- CRA should identify potential future sites for structured parking garages and establish a strategy for acquiring those properties as they become available. One possible model to emulate is The Collective, a mixed-use complex with an integrated garage structure that can serve both its own tenants and nearby businesses. Incentives should be offered to such developments that offer a public benefit.
- The parking facilities in the Design District should consider the increasing use of electric golf carts and other electric vehicles. EV charging stations should be included in future infrastructure budgets.

NOISE ABATEMENT

One of the goals of this district will be to attract a younger demographic and it should be acknowledged that this group has higher noise tolerance. Nonetheless, there are existing residential communities in proximity to this new venue. Fortunately, one of the great virtues of the alley location of the Design Walk is that it is inherently a container for sound. Also, there are several strategies that can be employed to mitigate sound pollution.

- Require that sound-absorbing materials be incorporated into the artful finishes of the Design Walk surfaces.
- Encourage the installation of windows with noise-insulated glass. Most impact-rated windows offer substantial sound proofing.
- Require interior speakers to face away from doors and storefronts.
- Promote and/or require the use of technologically advanced outdoor speaker systems that channel noise more precisely around the intended audience. Smaller, carefully distributed and positioned speakers can greatly reduce noise pollution.

LIGHT POLLUTION

Much as the Design District's alleyway location can help mitigate sound traveling into the surroundings, the mid-block trajectory of the Design Walk can help reduce the amount of light that seeps out as well. There will, however, be many nighttime events where lighting will play a key role.

- Limit the hours of events utilizing bright lights for performances.
- Require decorative lights to have covered bulbs that light facing downwards
- Require that any permanent light fixture luminaries be of the kind that meet "dark sky" standards.

IMPLEMENTATION TOOLS

SOURCES & INCENTIVES

The following discussion of tools and their sources is intended as an introduction to certain key ideas, ordered from the broadest concepts to the most specific. Hyperlinks to specific code sections are provided for reference.

SUBSIDIES AND INCENTIVES

Every city has its own preferred incentives and subsidies. Reading the Comprehensive Plan, one can glean how its authors see Naples and what they consider to be appropriate for it.

The Naples Comprehensive Plan discusses incentives in three places:

THE VISION WORK PLAN:

1. Here, the authors develop a vision plan around incentives for objectives 5 and 11. The first is concerned with protecting historic resources without prohibiting private property rights. The second addresses “the diverse cultural, socio-economic, economic and lifestyle aspects of small town life.” It should be noted that this implies the authors assume that regulatory controls are always, if not likely, to be an imposition on property rights and that Naples is a small town.

FUTURE LAND USE ELEMENT:

2. In Objective 6, the authors twice expand on the need for incentives to protect historic properties.

HOUSING ELEMENT:

3. The Statement of Purpose mentions using incentives to expand housing options. In particular, it mentions public/private partnerships for mortgage assistance, the reduction of impact fees, the exemption of properties from property tax, setting aside units or land for low-income housing, and the transferral of development rights.

The Comprehensive Plan also goes into depth on economic development (and development in general) in its Capital Improvements Element, Objectives 2-6. Essentially, the city will use its capital improvements to encourage some kinds of development and discourage others.

It can be assumed that the city government knows how it wants to encourage development in general, so we will not discuss it beyond incentives for particular kinds of businesses. The US Chamber of Commerce lists some of the available government resources, including timely information on COVID-19 and health grants. One innovation found in the practice of other states is to make the granting of incentives and aid to small businesses conditional upon participation in Small Business Association programs. The idea is to ensure that receiving businesses are equipped to stay in business. That said, note that the 2014 Redevelopment Plan did consider incentives and support for businesses, and it is often more important to support a good environment for the kind of enterprises a

city wants than to ensure that individual businesses stay in business.

The EPA has grants and other funding for smart growth and occasionally requests grant proposals. There are none on offer at the moment and the best tactic is to work through a Representative or Senator to get an earmark. The EPA does not mention any particular smart growth funding from Florida, although there are some regional plans.

Locally, the County has a bicycle/pedestrian advisory committee, a congestion management advisory committee, and master plans for both issues (bicycles & pedestrians and congestion management). Both are sufficiently general that the county may be able to offer advice and coordination for incentives the city already has in mind for those areas.



IMPLEMENTATION TOOLS

SOURCES & INCENTIVES

BUSINESS IMPROVEMENT DISTRICTS

This tool is familiar to Naples as there is a well-established 5th Ave South BID. (<https://www.fifthavenuesouth.com/business-directoriesfifth-avenue-south-business-improvementdistrict/>)

The advantages of BIDs, which are salient to walkable places, are their capacity to pay for the cost of placing helpful people in the public realm: “ambassadors” for the BIDs, people to maintain amenities, manned parking areas – as opposed to low-cost machines, and so on. This list does not include duplicating public services, though it can include extending them. For instance, a BID could pay for increased police presence or hire off-duty police for special events.

As well, they can finance capital improvements. Not only can they pay for street furniture, for instance, they can help enforce rules of behavior that obviate the benefits of street furniture made of hardened material. It is not necessary to build benches out of steel if people who would damage them can be actively discouraged from doing so.

BIDs can help businesses, along with entire Districts, to market themselves. They can also help businesses help each other and they can manage such things as parking in a way that is adequate for the district.

They are also ideal for conducting analysis and research, including coordinated research projects with nonprofits and universities. For instance, a BID could commission a conceptual design for a street

redesign or even support a “tactical” intervention with orange cones and temporary street markings.

A BID can also advocate for the BID’s businesses. A BID might support or oppose a plan officially or it might engage with the film industry, presenting itself as an ideal location for a particular type of film or scene.

Most people understand a Business Improvement District to be a subset of Special improvement Districts, but in practice the difference is debatable. A Special Improvement District can be established for a place without a lot of retail, for instance – while a Business Improvement District tends to be for places with a significant amount of retail. In practice, however, there is little difference.

Florida has Neighborhood Improvement Districts, which include several kinds of improvement districts. All of these are meant to be dependent special districts, meaning that they are units of a municipal or county government. Some can overlap municipal or county boundaries by agreement with both localities, however. The differences between these districts are subtle and may require consultation with a local lawyer. Among those listed in Title XI’s Chapter 163, Florida Statute, are the following:

- Safe Neighborhood Improvement Districts,
- Local Government Neighborhood Improvement Districts,
- Property Owners’ Association Neighborhood Improvement Districts,
- Special Neighborhood Improvement Districts, and

- Community Redevelopment Neighborhood Improvement Districts.

The likely model to emulate for the Design District is described in Title XII’s Chapter 170, FS– Supplemental and Alternative Method of Making Local Municipal Improvements. This statute was the basis for the Naples 5th South BID, and Miami’s Wynwood Business Improvement District established in 2013.

Source – https://www.naplesgov.com/sites/default/files/fileattachments/community_redevelopment_agency/page/3501/2014_redevelopment_plan_201504131133469644.pdf (Page numbers refer to the pdf document)

IMPLEMENTATION TOOLS

SOURCES & INCENTIVES

COMMERCIAL COMMUNITY LAND TRUST

A commercial community land trust (CCLT) is typically a nonprofit that owns property and holds it for some community benefit. Whereas ordinary community land trusts (CLTs) provide things like affordable housing, a CCLT is more for locally owned businesses that are under threat from gentrification. Since a CCLT is a special case of a community land trust, most of what goes for CLTs go for CCLTs. The biggest difference is that a CCLT has to be very careful not to privilege one business at the expense of another. The Institute for Local Self-Reliance mentions that many CCLTs own markets and business incubators – not just to avoid playing favorites, but also because non-profit entities have trouble accessing resources for for-profit businesses.

Thus, a CCLT is not an alternative to a public market or a business incubator, but a way to run one of them as a nonprofit. It also mentions the Anchorage Community Land Trust as an exemplar. Nevertheless, a classic land trust owns land, not the improvements on it. The land trust sets the profit that the owner of the improvements can make at sale. Besides having a signed agreement with the tenant/building-owner, the land trust has the leverage that owning the land gives it. Thus, we can explain a CCLT as a CLT—except that sometimes the “land” is a store or a stall in a building the CLT owns. (A CCLT can sometimes just lease the land under commercial buildings, too. The City of

Lakes Community Land Trust in Minneapolis just does land leases.) A CCLT that only operates a single market building is functionally equivalent to an ordinary nonprofit that owns and runs a market building. The difference is that a CCLT can own multiple buildings and parcels.

One recent article published by Shelterforce, “CLTs Still Going Commercial – Nonprofit Offices, Hairdressers, and a Sausage Factory,” contains some important observations about this subject. The article describes the Crescent City Community Land Trust in New Orleans’ ownership of a building with affordable housing above and a food hall below. The food hall charges vendors a market rate for space, but that rate is lower than a whole Storefront. The article, however, might not be taking into account the advantage of owning your own building. Owning the building from which one conducts business and/or leases space to others liberates the owner from being at the mercy of another when it comes to rent pricing – as well, they can control the amount charged to other tenants and make adjustments as necessary over the lifespan of the ownership. This is a powerful consideration, for it puts you in a position to take in locally beloved retailers and restaurants when they are priced out. Another advantage is that tenants can benefit from the CCLT’s marketing. CCLTs in New Orleans, Denver, and Albuquerque are also considered in this article.

A FEW LESSONS ON CCLTS:

- Have trouble finding funding sources for retail businesses. This problem is becoming less acute, however. Not mentioned in the article are the funding sources for incubators and public markets.
- Have the same problems as ordinary landlords when retail takes a downturn. However, if the CCLT has a cushion (e.g. it owns the building) it can lower the rents.
- Consider how it provides specialized space. Shelterforce mentions a nonprofit that fitted out a bakery. When the bakery moved out, the nonprofit had a choice of finding another bakery tenant or mothballing its (depreciating) bakery equipment. Of course, this can be solved.
- Being able to charge low rents, but taking a percentage of business’s profits as they become successful, saves the CCLT from having to kick out successful tenants. The CCLT should probably make sure it does not exceed the equivalent of market rents, though.
- Be able to charge low rents in perpetuity, or as needed to shelter businesses being priced out of the rent market.
- Need to give itself the flexibility to pivot as conditions change. Sometimes it can buy land, sometimes it can buy buildings, and sometimes it can make rent-to-own deals, etc.

IMPLEMENTATION TOOLS

SOURCES & INCENTIVES

One informational website, Tackling Commercial Gentrification, has an extensive section on community land trusts. It is probably a good place to start with the question of land acquisition. It also has a section on the strengths and weaknesses of CLTs. Many of their weaknesses can be addressed through special districts. Community-wealth.org has a collection of CLT resources as well. The Cuyahoga Land Bank is of particular interest which has banked commercial land as well as residential. So has the Genesee County Land Bank.

PUBLIC MARKETS AND BUSINESS INCUBATORS

Unlike CCLTs, public markets and business incubators are well-documented tools and have established best practices.

Public Markets: The best introduction to public markets is probably from the Project for Public Spaces. They do not dwell on either the physical or the managerial aspect. They consider public markets as a whole. Its guide “Toward Market Cities: Lessons on Supporting Public Market Systems From Pittsburgh, Seattle, and Toronto” is useful. Its publications page has numerous resources for markets. The first thing to understand is that public markets are not just for food vendors. They can be arts & crafts markets, for instance. Some public markets, like Cleveland’s West Side Market are only for food vendors – some for consumption on-site and some for ordinary food sales. Some, but not all of these, are farmer’s markets.

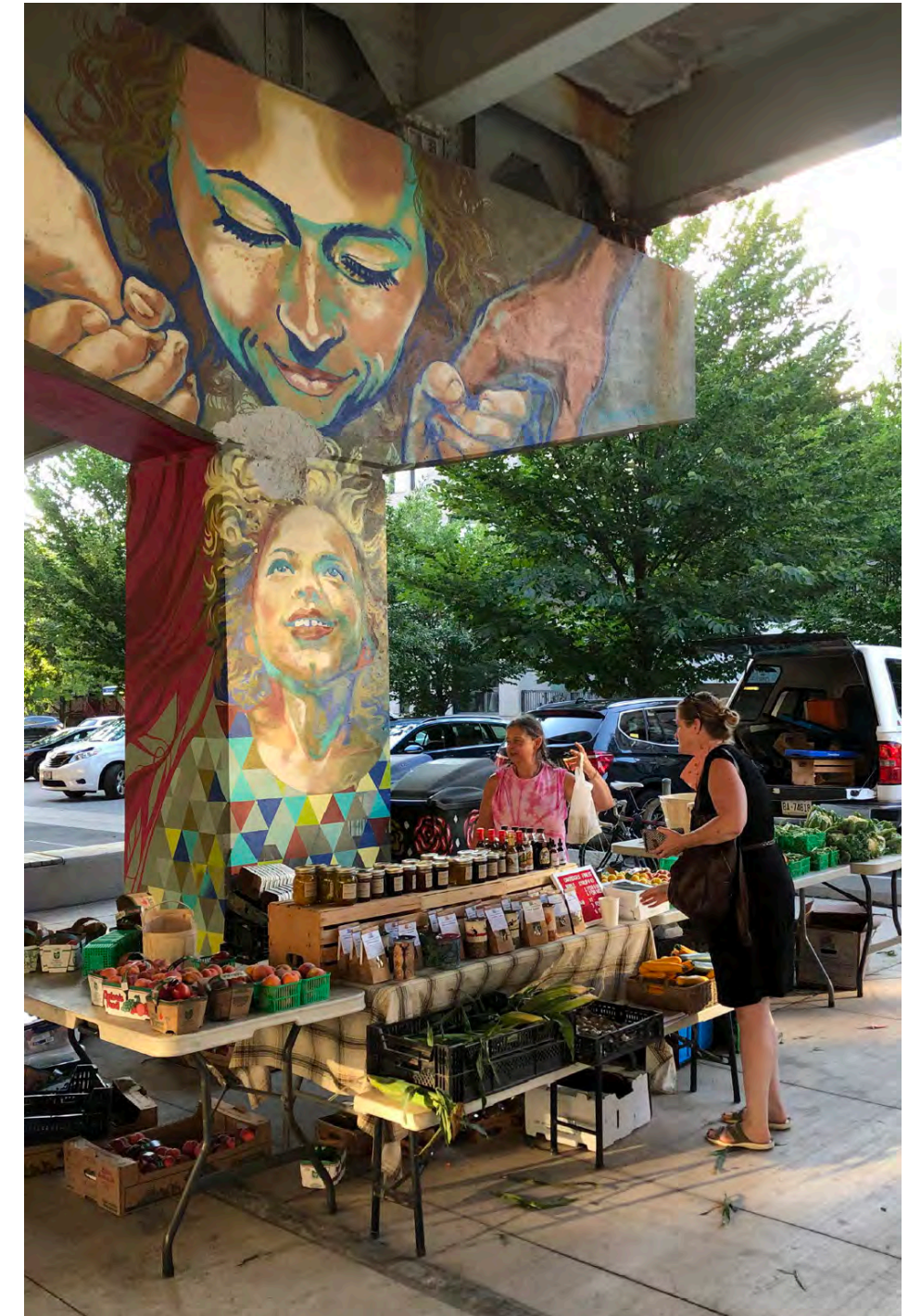
A food market is a market for vendors who may grow their own food or may get it wholesale from a food terminal. A farmer’s market is only for farmers who grow/husband their own food. Most public markets are run by nonprofits, regardless of who owns the building. For instance, a city may own the building but use a nonprofit to manage it at cost. Cleveland’s West Side Market is nearly unique in that it is city-owned and city-managed. However, complaints from vendors are pushing the city to the now traditional nonprofit model.

Business Incubators: There are business incubators and business accelerators, although we can use “incubator” broadly to informally mean both. Both offer training/mentoring and support. Both vet their clients/tenants, unlike companies that merely rent space. An incubator focuses on the company. Whereas an accelerator usually takes its fees as a percentage of the client company’s business, an incubator focuses more on the company’s health. Thus, an incubator may guide a company to slow-and-sure growth without a lot of debt, an accelerator may focus on quick growth (and higher fees).

Either model can be publicly funded, funded by a nonprofit, funded as its own business, or funded by investors. Generally, incubators are at the start of that range and accelerators are toward its end. That is not always the case, though.

Florida has a business incubator’s association, though it has near-zero web presence. Collier county runs (or in

2019 ran) business accelerators, which is the opposite of the above trend. Florida Gulf Coast University has an accelerator in Naples



IMPLEMENTATION TOOLS

MASTER PLAN PRIORITY MATRIX

	URBAN DESIGN	TRANSPORTATION / INFRASTRUCTURE	REGULATIONS / POLICIES	FINANCING / FUNDING
SHORT-TERM PRIORITY	<p>Initiate 10th Street Traffic Calming Improvements as Pilot Project: Through tactical interventions.</p> <p>Initiate George Washington Carver Upgrades: Start a discussion with property management.</p> <p>Coordinate Design Walk: Create incentives for property owners to accommodate alley transformation concept.</p>	<p>Implement Infrastructure Upgrades: Drainage systems, water and sewer system, reclaimed water, potable water, sanitary water.</p> <p>Initiate Coastal High Hazard Area Remedial Actions: Following the ongoing Drainage Basin Study.</p> <p>Analyze Parking Requirements: D-Downtown, shared parking on private property for buildings built after 2004.</p>	<p>Establish Design Walk Special Overlay District: To accommodate the Design Walk alley transformations.</p> <p>Create a Regulating Plan for the Design Walk: to codify the pedestrian flow and connectivity to assist businesses and property owners.</p> <p>Evaluate and relax current D Downtown Zoning District: to accommodate potential infill development, workforce and affordable housing.</p>	<p>Establish Naples Design District Business Improvement District (BID): For implementation of master plan goals, marketing and management.</p> <p>Research and Implement Small Business Association Programs and Grant: To assist existing businesses and attract new ones.</p>
MID-TERM PRIORITY	<p>Resolve Four-Corners Properties: In light of the charrette plans and the FDOT proposals.</p> <p>Consider Smaller-Scale Infill Development: For affordable and workforce housing.</p> <p>Consider Additional Parking Garages: Study options for locations in the middle and north area of the site.</p>	<p>Re-Evaluate Parking Demand with Maximum Build-out Capacity.</p> <p>Re-Evaluate Four Corners Intersection: To promote multi-modal and pedestrian connectivity.</p> <p>Identify Locations for “Pedestrian Sleeves” to provide greater safety along US-41 and Goodlette-Frank Rd.</p>	<p>Establish a District Parking Management Authority.</p> <p>Adopt Service and Operations Recommendations.</p> <p>Adopt Noise Abatement Guidelines.</p> <p>Adopt Light Pollution Guidelines.</p>	<p>Evaluate the Potential of Commercial Community Land Trust Options: For preservation of small-scale businesses and ownership.</p> <p>Evaluate Public Markets and Incubator Options: to enhance and assist existing businesses and attract new ones.</p>
LONG-TERM PRIORITY	<p>Initiate George Washington Carver Long-Term Redevelopment: Introduce new building types and increase capacity.</p>	<p>Finalize 10th Street Key Improvements along its full length.</p> <p>Coordinate and Implement Comprehensive Street Lighting and Pedestrian amenities Including new Design Walk alley transformations.</p>		

The vision for the 41-10 Area was shaped by the community and its leadership during a 5-month long public process, including a week-long intense design workshop/ charrette. A wide consensus was built on many important goals such as: building upon the 41-10 Area’s strengths and preserving the small-scale, eclectic character of the Design District, encouraging new business opportunities and diverse housing while preserving and enhancing the existing affordable housing stock, fostering place-making policies and regulations that serve a multi-generational population.

After this vision is established, the tasks must be outlined, and responsibilities delegated. The most important component of implementation will be the stewardship of the vision by residents, stakeholders, property and business owners under the leadership of the CRA, the CRAAB, the Design District Association, and other newly formed organizations such as a Naples Design District BID, in close collaboration with the City staff and administrators.

The Priority Matrix is created as a sample document that is flexible and can be expanded and updated as new initiatives and projects that support the Naples Design District Vision to become possible.

For the purposes of this report, the Priority Matrix has been simplified and focuses on the “big picture” items that need support. All initiatives are arranged according to their importance for the implementation process and given short-term, mid-term, and long-term priority.

**SPEAK
UP
NAPLES**

The logo consists of the text 'SPEAK UP NAPLES' in a bold, sans-serif font. 'SPEAK' and 'UP' are in orange, while 'NAPLES' is in yellow on a dark blue rectangular background. To the right of the text is a stylized graphic of a building with a grid pattern, colored in shades of green and yellow.