

NAPLES COMMUNITY
REDEVELOPMENT AGENCY

CRA NEIGHBORHOOD PLANS
FOR:
RIVER PARK EAST
RIVER PARK WEST
LAKE PARK
&
THE DESIGN DISTRICT



DRAFT REPORT
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INTRODUCTION

In December of 2019, PLACE Planning and Design, Inc. (PLACE Planning) was engaged by the Naples Community Redevelopment Agency (CRA) to prepare a series of neighborhood improvement plans for the northwestern area of the CRA. Specifically, such plans were to be prepared for the following areas:

- 1) River Park East
- 2) River Park West
- 3) Lake Park (that portion lying within the Naples CRA District)
- 4) The Design District

The idea for these neighborhood plans was generated through the 2014 Naples Redevelopment Plan Amendment and it was this amendment that also authorized the CRA to undertake the creation of these plans. Chapter 3, Section C, Subsection 2 of the 2014 amendment reads:

C2. Neighborhood Plans

There are three distinct residential neighborhoods within the CRA- Anthony Park, River Park and Lake Park. Lake Park is a larger area that extends outside the CRA, north of 7th Avenue North. Approximately twenty percent of this neighborhood lies in the CRA. The CRA has invested in these neighborhoods through expenditures in the River Park Community Center, lighting and stormwater improvements in Anthony Park, and projects are planned for Lake Manor Linear Park and lighting on 6th Avenue. Aging neighborhoods need investment to ensure they keep their value and ensure quality of life for the resident. These neighborhoods are also a source of workforce and affordable housing within a City that has a higher than average housing prices. While the overarching connectivity and redevelopment strategies are geared towards ensuring that these neighborhoods are both well-connected to the areas of new employment and services and benefactors of the overall improvement of the surrounding area, the CRA may develop specific neighborhood master plans to further continue the overall investment in these specific neighborhoods beyond infrastructure improvements by providing branding strategies that celebrates the uniqueness and history of the community and by employing strategies that increase the quality of life of its residents. Projects may include, but not limited to, improved infrastructure, lighting, signage and wayfinding, traffic calming, home improvement grants, landscape or park improvements. Specific strategies for the Anthony Park, River Park, and Lake Park neighborhoods may include the following:

- *Neighborhood Plan Preparation*
 - o *The neighborhood plans may include public participation through meetings and charrettes with property owners, neighborhood associations, homeowners groups, and business groups as appropriate. Through a public process, the plan may include recommendations for neighborhood enhancements such as infrastructure projects, signage, lighting, home improvement grants, streetscaping, or park improvements.*

Projects that support sustainability such as home improvements that increase energy efficiency may also be considered.

- *Neighborhood Plan Implementation*

- o *Funding and capital improvements should be planned to ensure the neighborhood plans are implemented for the benefit of the neighborhood and CRA.*

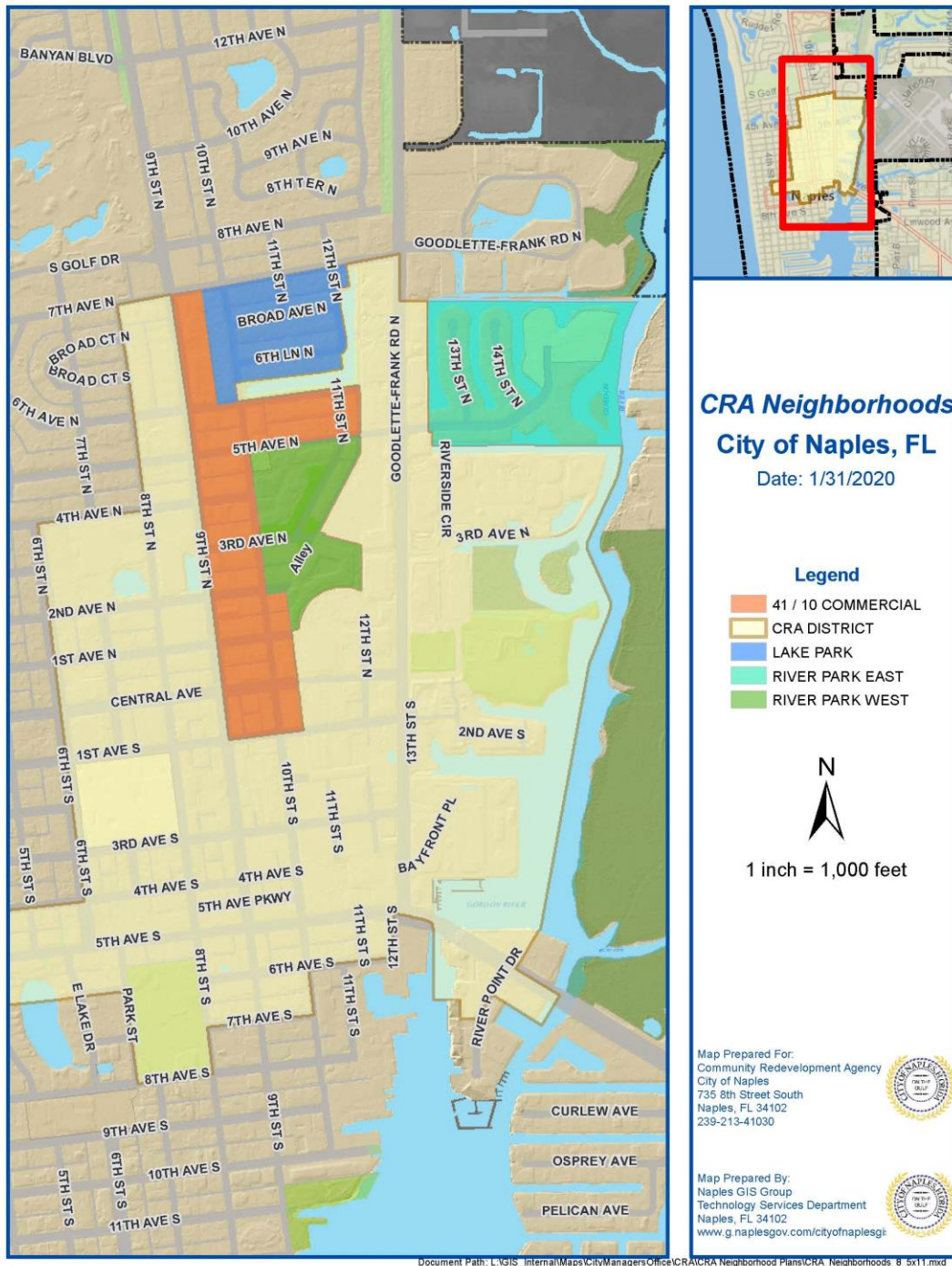
PLACE Planning was engaged to prepare the plan in accordance with the 2014 plan amendment. The ultimate goal of the assignment was to work with the residents, property owners, and business owners to prepare an individualized plan for each neighborhood. Plans for the three residential neighborhoods, River Park East, River Park West, and Lake Park, were to be designed not for future development or for other outsiders, but were to be to enhance quality of life for existing residents and to strengthen the existing neighborhood fabric. The Design District plan is intended to strengthen the existing character of the area to the benefit of those owning property, businesses and those patronizing the businesses in the district. The Design District plan was not intended to discuss major redevelopment (rezoning, rebuilding of larger buildings, change in allowable uses, etc.) but was to address infrastructure needs, and ways to increase patronage of existing businesses and enhance the experience for those visiting the area.

The following pages of this report will explain the significant public input process undertaken by the CRA, City of Naples and, PLACE Planning to ensure public participation in accordance with the Redevelopment Plan, and will present four distinct neighborhood plans, one for each neighborhood, with desired projects and/or programs as put forth by the neighborhood residents.

SECTION TWO NEIGHBORHOOD DESCRIPTIONS

This section is designed to give a simple description of each of the four neighborhoods that are subject of this report.

MAP 2.1 Location of Each Neighborhood Within the Redevelopment Area



A. RIVER PARK-EAST

This neighborhood contains the non-commercial properties located in the area to the east of Goodlette-Frank Road, west of the Gordon River, bounded on the south by an unnamed canal south of 5th Avenue North and an unnamed canal north of 5th Avenue North and which is only accessible by 5th Avenue North.



Photo 2.1 - Typical River Park East single-family home

The neighborhood is mostly single-family residential homes built in the 1960's, however it also contains Triumph The Church and Kingdom of God in Christ church building (Triumph Church) with an attached grassy field (presumably utilized for parking), a multifamily apartment complex, and the waterfront park. The properties in this neighborhood, except for two single family residential lots, have direct waterfront access. The waterfront properties are protected from the water by a mix of seawalls and rip rap. Homes are generally older and appear to be sound although some do seem in need of minor repair and/or maintenance. The multi-family property, the Gordon River Apartments, occupies approximately 3.35 acres approved for up to 96 units. Charlie C. Anthony Park occupies 7.92 acres with basketball and tennis courts, a small meeting room, and was recently upgraded to include exercise equipment and restrooms. It is important to note this neighborhood has historically been home to a number of the City's African American families.

B. RIVER PARK WEST

This neighborhood is comprised of non-commercial parcels generally located east of 10th Street North, west of the Florida Power and Light Property, south of 5th Avenue North, and North of 1111 Central Condominiums.



Photo 2.2 - George Washington Carver Apartments in River Park West

The neighborhood contains three multifamily residential projects. All of the units in these complexes are available for rent at a price point below the general average rent in the City of Naples. Two of the projects, Jasmine Cay Apartments (built in 1995) and George Washington Carver Apartments (built in 1981) have public-ownership/financed components and are designated as protected affordable housing. The third complex Jade at Olde Naples contains nine buildings along 11th Street North that are privately-owned (7 of buildings were built in 1958 and 2 in 1971). Macedonia Baptist Church is also located within this area. The neighborhood also contains the City's River Park which generally consists of:

- River Park Community Center – with auditorium, fitness center, covered basketball court, classrooms/meeting space.
- River Park Basketball Court – a covered basketball court.
- River Park Aquatic Center – with a splash area, teaching pool and lap swimming pool.
- River Park Playground – a small parcel with children's playground equipment.
- Cambridge Perry Park – a passive park with landscaping and benches.

The area is bounded to the east by more industrial-style uses including a large Florida Power and Light yard and transformer facility. Parcels to the south of this area were historically industrial uses but are transforming to high-end luxury apartments. This neighborhood is also just east of the heart of the Design District's retail area. It is important to note that the multi-family units in this neighborhood have generally been occupied by African American residents.

C. LAKE PARK

Only a portion of the planning area the City of Naples defines as Lake Park is within the Naples Community Redevelopment Area. The City, for general planning purposes, defines the entire of the Lake Park Neighborhood as the area lying North of 5th Avenue North, South of Fleishmann Boulevard, East of US 41/9th Street North, and West of Goodlette-Frank Road. This report only addresses the needs of that portion of the Lake Park Neighborhood that is contained within the CRA. Additionally, the commercial areas of this portion were also removed and are addressed in the sections regarding the Naples Design District. The remainder (which is depicted by the blue shaded area in Map 2-1), which is defined as “Lake Park” for this report, is wholly residential and contains the properties generally bounded to the west by the western edge of properties fronting on the west side of 10th Street North, to the east and south by Lake Manor, and to the north by 7th Avenue North.



Photo 2.3 - Typical Single-Family Home in Lake Park

The neighborhood is comprised of only single-family homes, most of which were built in the mid 1950's. The homes are of moderate size though the neighborhood is seeing some tear downs with new homes that are larger and cover more of the lot area. Most homes are kept well though some are in need of basic repair and/or maintenance. Two alleyways, located in the rear of the interior properties, service a large majority of the homes in the area.

The neighborhood is bounded on the north by 7th Avenue North which has a significant amount of traffic during rush hour periods. To reduce conflict points and speeds on 7th Avenue North, the City installed traffic circles at its intersections with both 11th Street North and 12th Street North.

Additionally, single family properties in this neighborhood also front on both the east and west sides of 10th Street North.

To the south and east of the neighborhood is Lake Manor, a significant water feature in the area.

D. THE DESIGN DISTRICT

This neighborhood is generally defined as the area between 1st Avenue South to the South, 7th Avenue North to the North, US 41 to the West, commercial properties on the eastside of and fronting on 10th Street North to the east, plus commercial properties between 5th and 6th Avenues North between 10th Street North approximately one block west of Goodlette-Frank Road.



Photo 2.4 - Typical Storefront Row in The Design District

The neighborhood's building stock is an eclectic mix of sizes, styles and uses with a majority of the buildings having been originally constructed in the 1950's and 60's as "factory buildings" (the period's designation for what we would call "industrial" today). Other buildings in this area have been constructed in every decade since the original buildings and generally built as "commercial" or "office" buildings indicating their originally intended uses are similar to their current use of heavy commercial or office which are cleaner, less intense uses than "industrial" or "factory". Many of the older buildings have been upgraded and improved over the years, but area

infrastructure has been burdened because many of the buildings have not been required to meet modern development standards such as those for parking or stormwater retention.

This area was historically more industrial although it has been transforming in the last 10-15 years into more of a retail and office area with a focus on design and creative products. As these uses have attracted more foot-traffic, more restaurants have also located in the district. It is also important to note that the area to the southeast of the district has significantly transformed in the last 10 years from industrial to mixed-use with a significant number of luxury condominiums. The uses in the area range from architectural offices to general retail to restaurant. As the area has converted to more of a “design” focused area, some of the more intense uses have continued to exist in the area (i.e. auto repair, lawn equipment sales and service).

The district contains mix of rental and owner-occupied buildings.

SECTION THREE

THE PUBLIC INPUT MEETINGS

PLACE Planning created a three-tiered approach to public input to fully comply with the 2014 Naples Redevelopment Plan Amendment. Each of the three tiers was designed to get an understanding of the issues and concerns within each neighborhood and to obtain maximum input from all members of the neighborhood. This Section presents the results of two of the three tiers of this approach: stakeholder interviews and open public meetings. These methods included face-to-face interactions between the consultant team and persons with direct relationships (residents, property owners, and business owners) to the neighborhoods.

The final neighborhood plans were based on the information gained from these two methods of input as well as the third, mailed public surveys, that will be discussed in the next section of this document.

The following presents the issues raised in face-to-face meetings:

A. STAKEHOLDER INTERVIEWS

The first tier of public input was comprised of stakeholder interviews. To determine some of the key issues within each neighborhood and to be best prepared to understand concerns that may arise in public meetings, PLACE Planning worked with CRA and City staff to schedule “stakeholder” interviews with key individuals from the four neighborhoods. “Stakeholders” were defined as individuals with a more than casual understanding of their neighborhood and the issues and concerns the neighborhood is facing.

Approximately 20 interviews were held by the PLACE Planning team over the course of 3 days (February 13 and 14, 2020 and March 3, 2020). In an effort to ensure that stakeholders were not inconvenienced and placed in a non-intimidating environment, all of the interviews were conducted at the River Park Community Center which is centrally located in the northwest of the CRA and within walking distance of all properties within the four neighborhoods. While the individuals interviewed were representative of their neighborhoods, their anonymity was assured to allow them to speak freely to the interviewers and thus individual names and the issues they disclosed will not be listed. However, a synopsis of interviewees and the issues will be described in this section.

The interviews were not direct question and answer sessions. The PLACE Planning team members had a conversation with each stakeholder about their neighborhood and its issues and needs. Some standard concepts such as the conditions of buildings and properties, infrastructure, or other such conditions, may have been brought up by the PLACE Planning team members as a method to keep the interviewee engaged.

It is important to note that there were differing opinions from various individuals; while one person may have said “the landscaping is awful and should be replaced,” another may have stated “the

landscaping is in good shape and should be left alone.” In some instances, the list of items brought up may contain these conflicting statements.

(NOTE: Many of the interviewees did not discriminate between the City and CRA as they are not familiar with the responsibilities of each (legal or otherwise). As such, many issues brought up by the interviewees include a mention of “city” instead of “CRA”. It is important to note that this does not indicate that the desired improvement or issue is in any way a responsibility of the City.)

The following is a summary of the stakeholders from each neighborhood and the issues raised during interviews, some like comments have been consolidated:

1) River Park East

This area is heavily residential and does not have a formal neighborhood or homeowners Association. Therefore, there were no real appointed representatives to speak to. The CRA was able to invite representatives of the local church (Macedonia Baptist Church) and local chapter of the National Association for the Advancement of Colored People (NAACP) as these organizations are very involved with the residents of the area and have familiarity with the local issues. In addition, several active, longtime residents were also interviewed.

Most notable in the interviews with these neighborhood stakeholders was a belief that the neighborhood had been neglected by the city for many years and that its residents were due assistance and area improvements. The residents cited infrastructure needs, assistance to area seniors and low-income residents, and the need to attract families to the neighborhood as most important.

The following is a list of issues and items raised during these interviews:

- City is neglecting the area and has not done anything to upgrade it.
- Improvements at Anthony Park are good.
- The City should buy lots that were purchased by the investor and build affordable homes. (Ed. Note: “the investor” is an out of town investment company that owns several lots)
- Sidewalk and lighting improvements are generally good.
- Potholes in the driveway apron at Triumph Church should be fixed.
- The City should provide assistance for homes that need renovation.
- There is a sizable senior community that needs financial assistance.
- Lighting in the area should be upgraded as it does not work as well as when originally installed.
- Environmental issues of seawalls and home elevations should be addressed.
- The neighborhood has been ignored.
- Odors from the sewer plant needs to be addressed.
- The units at Gordon River Apartments need to be upgraded.
- Homes and apartments in the area should be kept at reasonable rents.
- The area needs families.

- People are being forced out of the neighborhood.
- Educational resources need to be made to the residents.
- Electric should be undergrounded.
- People need jobs.

2) **River Park West**

River Park West, as previously mentioned, is also historically the home of the African American community in the City and it has a long-standing connection to the River Park East neighborhood. As almost all the property in this neighborhood is rental units, the CRA and PLACE Planning were unable to find and interview a representative resident of the area. However, much like for the River Park East neighborhood the NAACP representative was familiar with the area and its residents and thus input was garnered from him. The representative of the Macedonia Baptist Church, who was interviewed about the needs of the River Park East neighborhood also commented on River Park West as the Church is located in this neighborhood.

Not many issues were brought up regarding this area as it is somewhat limited in size and had a lackluster involvement in the overall public input process. This may be a result of the residential projects in the area being rental properties; Experience has shown that renters are less likely to be involved in public input efforts as they often feel less connected to the area outside of their complex.

The most important issue that seemed to be raised where again, that the community has been neglected, and also emphasized was the need to keep the multi-family units in this area affordable to anyone.

The following is a list of the issues addressed:

- Homes and apartments in the area should be kept at reasonable rents.
- The apartments in the area need to be kept affordable.
- The City should help provide a home for the Church's Pastor in the area.
- The River Park Community Center is a positive in the area.
- There should be more parking in the area possibly along the FP&L property on 3rd Avenue North and possibly on 11th Street North.
- Florida Power and Light should clean up their property.
- More educational opportunities need to be made available to residents.
- Area by 10th Street North floods.

3) **Lake Park**

Representatives of the neighborhood association for Lake Park were interviewed as well as several residents (NOTE: Be reminded that the subject neighborhood of this sub-section is actually a portion of the Lake Park area of the City as outlined in Section 2C on page 6 as only

this portion is within the CRA). The issues that were most discussed were area vehicular traffic, both heavy rush hour traffic on 10th Avenue North and 7th Avenue North were noted as well as high vehicular speeds on 10th Street North. Interviewees also felt the volume of vehicles coupled with the traffic circles on 7th Avenue led to a significant amount of cut-through traffic in their neighborhood. Other top concerns included overflow/flooding of Lake Manor into the streets and yards particularly along 12th Street North. The potential for a pedestrian pathway along the FP&L property to the east of Lake Manor was also discussed as it is seen as a recreational opportunity and a potential pedestrian alternative to walking the sidewalk on Goodlette-Frank Road (though one interviewee was not in favor).

- Buffer pedestrian pathway along Goodlette-Frank Road.
- Lake Park area also has drainage problems that need to be corrected specifically at the east end of 6th Avenue North.
- Traffic issue in neighborhood. Should have connector across utility easement area.
- Access to 10th is good but sidewalks are physically difficult to use.
- Make connection with linear park to LP Elementary school to park.
- Significant amount of noise coming from Church across Lake Manor.
- Some homes and alleyways need cleanup.
- Neighborhood could use more lighting.
- There should be more of a transitional area between the shops on 5th and the homes in Lake Park.
- Parking lots of commercial buildings on 5th Avenue North should have more landscaping to reduce noise and enhance area appearance.
- Dead Trees should be removed and replaced.
- Public should be prevented from walking on the north side of the Lake Manor along the rear of homes.
- The FP&L property along the east side of Lake Manor should be made into a linear park.
- There should be more lighting on Broad Avenue North.

4) The Design District

Those interviewed for this neighborhood include a cross section of those involved. It included property owners, business owners, and business owners that owned the property on which their business operated. Representatives of the Design District Association were also interviewed (these stakeholders were all business owners and property owners in the district as well). It was conveyed to the PLACE Planning team that the Design District Association has been reviewing the area and trying to come up with ways the association could make changes in the area and in which they could advocate for improvements by the City and the CRA thus, these individuals were more prepared and each came forward with a list of items to discuss.

The issues that were most often mentioned were that there is a serious drainage problem in the district when there is heavy rains. Specifically, the lack of drainage in the alleyways causes

sheet flow through to 10th Street North. This causes additional flooding problems on 10th Street North which, in turn, cause problems at the intersections of 10th Street North, particularly at 3rd and 4th Avenues North. Additionally, the need to give the Design District a distinct identity through the placement of entrance features and/or banners was mentioned. Interviewees often cited that the district has been named, and has a theme, however, it is not clearly demarcated from the rest of the area and there is nothing to say you have reached the Design District. Also mentioned often was the need to refresh the streetscape in the area. It was mentioned the landscaping has thinned, new and/or more lighting is needed, more trash cans and benches along the avenues and not just on 10th Street North would be helpful.

Other items mentioned during interviews with these stakeholders included:

- Safe pedestrian roadway crossings are important.
- 10th Street has drainage problems that need to be corrected.
- Historic context is important for community.
- Issue of automotive uses and their spill-over into public parking and rights-of-way. Both rental car use and repair use have a negative impact.
- Design district, lighting issue, pedestrian issues, barriers to accessibility and general pedestrian access/safety.
- Have uniformity of walking surfaces and paver treatments.
- Make street lighting consistent with the times ... outdated.
- Business signage should be more consistent.
- A lot of conflicts with cars, bikes, pedestrians.
- Issue of dumpsters and recycling in the alleys. Alleys are used as street for access which is presenting issues.
- Design district should have its own identity.
- Landscaping is in places where it does not belong and blocks visibility in some areas.
- Enhance design district events.
- Enhance pedestrian experience, make it more of a neighborhood to make the area more friendly.
- Banners planned, signage and directories should be considered.
- Need to feel comfortable walking at night.
- Need street furnishings, benches, bike racks, pedestrian and decorative lighting on both street and businesses to help make it safer and more comfortable for nighttime activity.
- Parking is challenging in that no spaces can be reserved or specifically available to for businesses, and there is inconsistency in the enforcement of parking rules.
- Preserve and protect eclectic mom/pop-type of small business.
- Alleys not well lit, and this is an issue during the holiday event.
- Should have public art/murals.
- Clean-up alleys.
- Keep scale and mass that exists, owner-operator businesses should be kept.
- Open park space should not be "framed" at community center, it is never used, and should be opened to the street.
- Improvements that enhance the district as-is should be encouraged.
- Issue of parking includes where the parking is located ... must be convenient.

- Need to enhance historic element of the city.
- Residential projects adding roof tops and increasing the residents in the area.
- Add pocket parks / green spaces (downtown area has liberal lot coverage requirements with limited open space).
- On-street parking should go beyond 5th.
- Collective area improvements for public and private, create identity for design district, create festival streets, open galleries at night, area feels “stark” in some places where there is no landscape between parking and sidewalks.
- Chalk art festival is not going to be on 5th Ave and might be great for 10th.

B. OPEN PUBLIC MEETINGS

The second tier of the approach consisted of public input meetings. These meetings, open to the general public with no limitations on who could attend, were held at the River Park Community Center Auditorium. This location was chosen to maximize convenience for participants (as previously mentioned, this property is no more than a 10-15 minute walk from any property in the study areas). The meetings were publicly posted and the meeting dates, times, and location, was included with the mailed survey (described in greater detail later) that was sent to all property owners and residents of each area. These mailers were sent at least 10 days in advance of the meetings.

Three public input meetings were held. Because of the connections between River Park East and River Park West, as well as the anticipation of a low turnout for these neighborhoods as historically experienced by the City, the meetings for the two areas were combined into a single meeting.

The public meetings were held on the following dates and times:

10th Street Design District – 5:00 PM – March 3, 2020

Lake Park - 7:00 PM – March 3, 2020

River Park East and West – 6:00 PM – March 4, 2020



Photo 3.1 – Residents at one of the open public meetings at the River Park Community Center

The following is a summary of the representatives of each neighborhood and the issues raised, some comments have been consolidated with like statements:

1) River Park East and River Park West

As previously mentioned, the public meetings for these neighborhoods were combined into a single meeting due to anticipated low turn-out and the historical connections between these areas.

Approximately 15 individuals (other than CRA/City and PLACE Planning staffs) attended the meeting and participated in a discussion about the issues and concerns of the residents. Most notable in this discussion was the strong distrust of government based upon the past treatment of the African American community of Naples. Significant discussion was had regarding neglect of the community and perceived wrongs against the African American community. Discussion progressed to other issues and focused on the need for financial assistance for housing to ensure families were attracted to own and live in the homes in the River Park East neighborhood. Additionally, efforts to ensure the Gordon River Apartments in River Park East and the Jasmine Cay and George Washington Carver Apartments in River Park West remained affordable were also of concern to the participants. Concern for the condition and management of these apartment units was also raised.

In addition to the afore mentioned issues, the following items were also discussed during these interviews:

- Streetlights are not good – do not provide a lot of lighting.
- Drainage is OK but maintenance is needed after a storm and cleaning is needed.
- Triumph Church area needs work.
- Great idea for the City to take vacant lots to build affordable homes for existing residents so long as it is legitimate.
- The rents at Gordon River Apartments are high.
- The neighborhood needs a relationship with the City.
- Issues with rowing club and whether they are appropriate in Anthony Park.
- There is a problem with people not picking up after their pets.
- Talked about issues related to docks.
- A need to bring families back to the neighborhood as it used to be.
- Inconsistent street lighting through the neighborhood.
- Dredging canals, discussed repairs/maintenance of seawalls and rip rap.
- Water levels high and close to homes during storms.
- Undergrounding of power lines.
- Need to light up crosswalks, there have been some accidents.
- A program for rehabilitation and for emergency repairs would be helpful.
- Purchasing lots for affordable housing has possible issues including lowering property values and feasibility of high sale prices but could be good.
- Vacant homes are not maintained.

- The City should consider reducing or eliminating permit fees for home repairs in the CRA.
- It might be appropriate to start a homeowner's association.

2) **Lake Park**

The meeting for this neighborhood was attended by approximately 20 people. The issues brought up most often included traffic cutting through the neighborhood to avoid the circles on 7th Avenue North, the need for additional landscaping around Lake Manor to buffer noise from the commercial districts, and drainage issues when there are heavy rains coupled with high tides.

Additional issues discussed during this meeting included:

- 6th is used as a cut-through, traffic circles do not work.
- There is a lot of truck traffic in neighborhood, cut through for business.
- Streetlights are dim and inconsistent.
- Traffic signal timing off-peak hour causing issues at 7th and Goodlette-Frank Road.
- Short lefthand turn lanes at both ends of 7th Avenue North.
- 7th Avenue North floods during heavy rains.
- Lake Park Diner does not have enough parking and it creates a pedestrian issue.
- Lawn trucks and other service vehicles parking on the street cause traffic issues.
- Add a cul-de-sac on 11th Avenue North to stop cut-thru traffic.
- Drainage issues when there is a high tide and heavy rain at the same time.
- Alley lighting is lacking.
- Issues with new home construction and additional impervious area causing water run-off.
- Trees that were cut down by the lake have caused noise to increase and reduced privacy.
- Need more and taller trees along the lake to buffer sound and block views of commercial districts.
- Noise from the Church across the lake.
- Need park improvements, benches, etc., along lake.
- Lack of sidewalks throughout the neighborhood.

3) **The Design District**

The meeting for this neighborhood was by far the most well attended of the three public meetings with about 35 attendees. The group identified a number of issues of concern being led by drainage concerns especially related to the alleyways, the lack of identifying features for the area (i.e, entrance signage or banners), the need for assistance in promoting the area, and a general need for parking.

Additional items discussed during this meeting included:

- Need more parking for business.
- Inconsistent parking rules.
- Friendly transit along the corridor.
- Area should be more walkable.
- Need a marketing strategy for commercial area as a destination.
- Branding for the district.
- Peak hour parking is difficult due to lack of spaces.
- Consider building a convenient parking garage.
- Issue of shared parking and intensity / concentration of some businesses.
- Lighting in alleys is an issue.
- 1st Ave South is dark.
- Lighting throughout the district is inconsistent.
- Need directional/wayfinding signage.
- Many people in the community do not know the area is there.
- Protect small business.
- Area is uniquely suited for small shops to serve neighborhoods.
- Bike racks are needed.
- Public art/murals/landscape are needed.
- Maintenance is an issue in everything from buildings to streets to landscaping
- Need consistent street furniture.
- Consider having a “district architect” to assist with color selections and renovations
- Encourage more area festivals and events.
- Make street furnishings into art (i.e. Example of bike shop owner who had a bike rack in the shape of a bike).
- Drainage issues: maintenance; inlets that do not go anywhere; inconsistent location of inlets; old pipes; treasure island/tire choice, heavy rain causes parking lot flooding; Goodlette/10th a problem; alley behind 5th Avenue North a problem.
- Need more trash cans.
- Crosswalks are invisible and not at every corner.
- Create more on-street parking on 3rd Avenue North by FPL Property.

SECTION FOUR

NEIGHBORHOOD SURVEY RESULTS AND ANALYSIS

In February 2020, the PLACE Planning team and CRA staff worked to create a survey to be mailed to residents and property owners in all 4 neighborhoods studied. In addition, the survey for the US 41/10th Street North Commercial District (a.k.a. The Design District) was also forwarded to the neighborhood's businesses. These surveys (attached as Appendix A), the third tier of public input for this project, were designed for respondents to find out if they were owners or renters, their tenure in the neighborhood, and to give some rating as to how they felt about certain issues such as the condition of infrastructure or of properties in the neighborhood. The survey also asked the respondent to rank the issues in importance to them.

The surveys were sent with self-addressed, stamped envelopes to maximize return rates. It is important to note however, that both the River Park East and River Park West residents and owners did not return the surveys at a rate that made the findings statistically significant. For these neighborhoods, the results are informative and add value, but should not be interpreted to be representative of the entire of each area with any certainty. In addition, due to the low rate of responses for these areas, PLACE Planning was unable to do any cross-tabulation of survey results. Results for Lake Park and the US 41/10th Street North Commercial District (a.k.a. The Design District) were returned at rates that gave sufficient confidence to the statistical results and which lent themselves to some cross tabulation of responses.

The following table shows the number of surveys mailed, the number returned, and the return rate.

Neighborhood	Total Surveys Mailed	Total Surveys Returned	Return Rate (%)
River Park West	139	3	1.4 %
River Park East	224	10	4.5 %
Lake Park	70	21	30.0 %
Naples Design District	196	47	24.0 %

(NOTE: Throughout this section, some of the percentages do not add up to 100% due to rounding.)

The following is the results for each neighborhood.

A. RIVER PARK EAST

A total of 10 surveys were returned to the City from this neighborhood. This represents 4.5% of the 224 surveys distributed by the City. This percentage represents a very small response rate which makes the results questionable. Not all respondents answered each question, the percentages equate to the number that did respond to that individual question. The small return rate of responses did not allow for cross-tabulation of any results as confidence levels would be too low.

The survey was distributed by mail to all potential respondents. The completed survey was returned to the CRA.

1) How long have you lived in your current home?

Response	Number	Percentage
1-3 years	1	9.1
4-10 years	2	18.2
10-20 years	4	36.4
More than 20 years	4	36.4

2) Do you own or rent your home?

Response	Number	Percentage
Own	8	72.7
Rent	3	27.3

3) How would you rate the condition of the parks in your neighborhood?

Response	Number	Percentage
Excellent	1	10.0
Good	6	60.0
Fair	3	30.0
Poor	0	0.0

1 respondent did not answer this question

4) How would you rate the condition of streets in your neighborhood?

Response	Number	Percentage
Excellent	0	0.0
Good	6	54.5
Fair	4	36.4
Poor	1	9.1

5) How would you rate the condition of sidewalks in your neighborhood?

Response	Number	Percentage
Excellent	3	27.3
Good	2	18.2
Fair	2	18.2
Poor	3	27.3
No sidewalks	1	9.1

6) How would you rate the condition of street lighting in your neighborhood?

Response	Number	Percentage
Excellent	2	18.2
Good	4	36.4
Fair	3	27.3
Poor	2	18.2
No streetlights	0	0.0

7) How would you rate the drainage of streets after normal rainstorms in your neighborhood?

Response	Number	Percentage
Excellent	1	9.1
Good	4	36.4
Fair	3	27.3
Poor	3	27.3

8) How would you rate the condition of street signs in your neighborhood?

Response	Number	Percentage
Excellent	3	27.3
Good	5	45.5
Fair	3	27.3
Poor	0	0.0

9) How would you rate the condition of homes and yards in your neighborhood?

Response	Number	Percentage
Excellent	0	0.0
Good	4	36.4
Fair	4	36.4
Poor	3	27.3

10) How would you rate the City's code enforcement efforts in your neighborhood?

Response	Number	Percentage
Excellent	0	0.0
Good	3	33.3
Fair	5	55.6
Poor	1	11.1

2 respondents did not answer this question

11) How would you rate the availability of parking in your neighborhood?

Response	Number	Percentage
Excellent	0	0.0
Good	3	27.3
Fair	7	63.6
Poor	1	9.1

12) How would you rate the overall safety in your neighborhood?

Response	Number	Percentage
I feel very safe	2	18.2
I feel safe	6	54.5
I don't feel safe	3	27.3
I feel very unsafe	0	0.0

13) Please rate the following items in your neighborhood in the order of importance to you with 1 being "most important" and 10 being "least important"

Priorities listed in order of the responses

Highest Priority

Sense of safety in my neighborhood

High Priority

Condition of streets

Condition of sidewalks

Ability of the streets to drain after normal rainstorms

Condition of street lighting

Moderate Priority

Condition of homes and yards

Condition of street signs

Low Priority

Availability of parking

Condition of parks

Other items

Sober living facility

Need aprons on driveways on 5th Avenue

14) What do you like most about living in your neighborhood?

Location	4
Safety	3
Sense of community	3
Quiet	2
People keep to themselves	1
No HOA	2
Safe	1

15) What do you like least about living in your neighborhood?

Drainage	1
Homeless	1
Speeding	1
Sober Living Facility	1
Traffic cut through	1
Trash at 7-11	1

16) What, if any, issues do you feel need to be addressed in your neighborhood?

Sober living facility	2
Bicycle stands	1
Dope Dealers	1
More Police patrol	1
Repairs to driveway aprons	1
Trash on streets	1

17) What, if any, improvements do you feel need to be made in your neighborhood?

Repairs to driveway aprons	2
Bicycle stands	1
Bus shelter	1
Clean up yards	1
Control speeding	1
Gate community	1
Fence water at Gordon River Park	1
Seawall	1
Street lighting	1
Trim Trees	1

B. RIVER PARK WEST

A total of 3 surveys were returned to the City from this neighborhood. This represents 1.4% of the 139 surveys distributed by the City. This percentage represents a very small response rate which makes the results questionable. Not all respondents answered each question, the percentages equate to the number that did respond to that individual question. The small return rate of responses did not allow for cross-tabulation of any results as confidence levels would be too low.

The survey was distributed by mail to all potential respondents. The completed survey was returned to the CRA.

1) How long have you lived in your current home?

All three respondents answered 10-20 years

2) Do you own or rent your home?

All three respondents answered renters

3) How would you rate the condition of the parks in your neighborhood?

Response	Number	Percentage
Excellent	1	33.3
Good	1	33.3
Fair	1	33.3
Poor	0	0.0

4) How would you rate the condition of streets in your neighborhood?

Response	Number	Percentage
Excellent	1	33.3
Good	0	0.0
Fair	2	66.7
Poor	0	0.0

5) How would you rate the condition of sidewalks in your neighborhood?

Response	Number	Percentage
Excellent	1	33.3
Good	1	33.3
Fair	0	0.0
Poor	1	33.3

6) How would you rate the condition of street lighting in your neighborhood?

Response	Number	Percentage
Excellent	1	33.3
Good	1	33.3
Fair	0	0.0
Poor	0	0.0
No streetlights	1	33.3

7) How would you rate the drainage of streets after normal rainstorms in your neighborhood?

Response	Number	Percentage
Excellent	1	33.3
Good	0	0.0
Fair	2	66.7
Poor	0	0.0

8) How would you rate the condition of street signs in your neighborhood?

Response	Number	Percentage
Excellent	1	33.3
Good	1	33.3
Fair	1	33.3
Poor	0	0.0

9) How would you rate the condition of homes and yards in your neighborhood?

Response	Number	Percentage
Excellent	0	0.0
Good	2	66.7
Fair	0	0.0
Poor	1	33.3

10) How would you rate the City's code enforcement efforts in your neighborhood?

Response	Number	Percentage
Excellent	1	33.3
Good	1	33.3
Fair	1	33.3
Poor	0	0.0

11) How would you rate the availability of parking in your neighborhood?

Response	Number	Percentage
Excellent		
Good	1	33.3
Fair	1	33.3
Poor	1	33.3

1 respondent did not answer this question

12) How would you rate the overall safety in your neighborhood?

Response	Number	Percentage
I feel very safe	0	0.0
I feel safe	3	100.0
I don't feel safe	0	0.0
I feel very unsafe	0	0.0

13) Please rate the following items in your neighborhood in the order of importance to you with 1 being "most important" and 10 being "least important"

Listings by highest priority

Ability of the streets to drain after normal rainstorms

Sense of safety in my neighborhood

Condition of parks

Affordable housing

Condition of street lighting

Condition of street signs

Condition of homes and yards

Condition of sidewalks

Condition of streets

Availability of parking

14) What do you like most about living in your neighborhood?

Location 2

Affordable 1

15) What do you like least about living in your neighborhood?

Drainage 1

Parking 2

High rent 1

(multiple answers given)

16) What, if any, issues do you feel need to be addressed in your neighborhood?

Parking 1
Strip mall on 11th 1
Drainage 1
Keep affordable 1
(multiple answers given)

17) What, if any, improvements do you feel need to be made in your neighborhood?

Parking 1
Drainage 1
Keep affordable 1

C. LAKE PARK

A total of 21 surveys were returned to the City from this neighborhood (NOTE: As explained in Section 2C on Page 6 of this document, the Lake Park neighborhood that is the subject of this report is only a portion of the larger Lake Park area of the City as only this portion is within the CRA). This represents 30.0% of the 70 surveys distributed by the City. This percentage represents a fair response for this group. Not all respondents answered each question, the percentages equate to the number that did respond to that individual question

The survey was distributed by mail to all potential respondents. The completed survey was returned to the City.

Cross tabulation to show if there were differences in responses by longer term residents was undertaken and a note provided at each result if there was a difference between longer term residents and others.

1) How long have you lived in your current home?

Response	Number	Percentage
1-3 years	2	9.5
4-10 years	5	23.8
10-20 years	4	19.0
More than 20 years	10	47.7

2) Do you own or rent your home?

Response	Number	Percentage
Own	20	95.2
Rent	1	4.8

3) How would you rate the condition of the parks in your neighborhood?

Response	Number	Percentage
Excellent	6	28.6
Good	14	66.7
Fair	1	4.8
Poor	0	0.0

The longer-term residents had a more favorable opinion regarding the parks.

4) How would you rate the condition of streets in your neighborhood?

Response	Number	Percentage
Excellent	3	14.3
Good	13	61.9
Fair	5	23.8
Poor	0	0.0

The longer-term residents had a less favorable opinion regarding the streets.

5) How would you rate the condition of sidewalks in your neighborhood?

Response	Number	Percentage
Excellent	1	4.8
Good	8	38.1
Fair	3	14.3
Poor	2	9.5
No sidewalks	7	33.3

The longer-term residents had a more favorable opinion regarding the sidewalks.

6) How would you rate the condition of street lighting in your neighborhood?

Response	Number	Percentage
Excellent	1	4.8
Good	8	38.1
Fair	5	23.8
Poor	5	23.8
No streetlights	2	9.5

The longer-term residents had a less favorable opinion regarding the streetlights.

7) How would you rate the drainage of streets after normal rainstorms in your neighborhood?

Response	Number	Percentage
Excellent	2	9.5
Good	10	47.7
Fair	4	19.0
Poor	5	23.8

There was no statistical difference based on the length of time the residents lived in the house.

8) How would you rate the condition of street signs in your neighborhood?

Response	Number	Percentage
Excellent	5	23.8
Good	12	57.1
Fair	1	4.8
Poor	3	14.3

The longer-term residents had a less favorable opinion regarding the street signs.

9) How would you rate the condition of homes and yards in your neighborhood?

Response	Number	Percentage
Excellent	2	9.5
Good	14	66.7
Fair	4	19.0
Poor	1	4.8

There was no statistical difference based on the length of time the residents lived in the house.

10) How would you rate the City's code enforcement efforts in your neighborhood?

Response	Number	Percentage
Excellent	2	9.5
Good	17	81.0
Fair	0	0.0
Poor	2	9.5

There was no statistical difference based on the length of time the residents lived in the house.

11) How would you rate the availability of parking in your neighborhood?

Response	Number	Percentage
Excellent	2	10.0
Good	12	60.0
Fair	4	20.0
Poor	2	10.0

1 respondent did not answer this question

There was no statistical difference based on the length of time the residents lived in the house.

12) How would you rate the overall safety in your neighborhood?

Response	Number	Percentage
I feel very safe	10	47.7
I feel safe	9	42.8
I don't feel safe	2	9.5
I feel very unsafe	0	0.0

There was no statistical difference based on the length of time the residents lived in the house.

13) Please rate the following items in your neighborhood in the order of importance to you with 1 being "most important" and 10 being "least important"

Highest Priority

Sense of safety in my neighborhood

High Priority

Ability of the streets to drain after normal rainstorms

Condition of streets

Condition of homes and yards

Condition of sidewalks

Moderate Priority

Condition of street lighting

Condition of street signs

Condition of parks

Low Priority

Availability of parking

Other items

Lake maintenance

Traffic control

14) What do you like most about living in your neighborhood?

Location	9
Neighborly	4
Quiet	3
Good city services	1
No HOA	2
Safe	1

15) What do you like least about living in your neighborhood?

Traffic (cut through)	5
Rundown houses	3
Too much development	3
No clean up after hurricane	2
Noise	2
Parking	2
Codes discourage renovation	1
Dogs	1
More infrastructure	1

16) What, if any, issues do you feel need to be addressed in your neighborhood?

Drainage	4
Speeding	4
Traffic (cut through)	4
More Police patrol	2
Rundown houses	2
Lake vegetation control	1
Noise	1
Parking	1
Reserve trees and vegetation	1
Sidewalks	1
Street lighting	1
Street signs	1

17) What, if any, improvements do you feel need to be made in your neighborhood?

Control speeding	5
Street lighting	4
Control noise	2
Underground utilities	2
Landscape around Lake Manor	2
Control development	1
Control cut through traffic	1
Drainage	1
Fix rundown houses	1
Sidewalks	1

D. THE DESIGN DISTRICT

A total of 47 surveys were returned to the City from businesses operating within the Design District. This represents 24.0% of the 196 surveys distributed by the City. This percentage represents a fair response for this group. Not all respondents answered each question, the percentages equate to the number that did respond to that individual question

The survey was distributed by mail to all potential respondents. The completed survey was returned to the City.

1) What is your status in the Naples Design District? (check all that apply)

Response	Number	Percentage
I own a business operating in the District on property I do not own	25	54.3
I own a property in the District on which I operate a business I own	22	47.8
I own a property in the District which I rent space to other businesses	3	6.5

One respondent did not answer this question. Several of the respondents offered multiple answers to this question. The result is that the percentage equals more than 100%

2) How long have you owned property in the District?

Response	Number	Percentage
1-3 years	1	4.3
4-10 years	3	13.1
10-20 years	8	34.8
More than 20 years	11	47.8

A total of 23 respondents own property in the District.

3) How long has your business been located in the District?

Response	Number	Percentage
1-3 years	4	8.5
4-10 years	14	29.8
10-20 years	15	31.9
More than 20 years	14	29.8

These figures indicate that most businesses have been located in the District for a substantial amount of time.

4) How would you rate the condition of streets in the District?

Response	Number	Percentage
Excellent	0	0.0
Good	25	55.5
Fair	17	37.8
Poor	3	6.7

2 respondents did not answer this question.

The results indicate that there is a slightly favorable opinion regarding the condition of the streets. When considering the status of the business owners in the District, the renters had a slightly more negative opinion in the attitudes regarding the condition of the streets. The businesses and property owners had a more favorable opinion the longer the business was located in the district.

5) How would you rate the condition of sidewalks in in the District?

Response	Number	Percentage
Excellent	2	4.5
Good	24	53.3
Fair	14	31.1
Poor	5	11.1

2 respondents did not answer this question.

The results indicate that there is a slightly favorable opinion regarding the condition of the sidewalks.

When considering the status of the business owners in the District, there is no statistical difference in the attitudes of the respondents regarding the condition of the sidewalks. The businesses and property owner had a more favorable opinion the longer the business was located in the district.

6) How would you rate the condition of street lighting and street furniture in the District?

Response	Number	Percentage
Excellent	1	2.2
Good	20	44.5
Fair	14	31.1
Poor	10	22.2

2 respondents did not answer this question.

The results indicate that there is a slightly unfavorable opinion regarding the condition of the street lighting and furniture.

When considering the status of the business owners in the District, there is no statistical difference in the attitudes of the respondents regarding the condition of the street lighting and furniture. The businesses and property owner had a less favorable opinion the longer the business was located in the district.

7) How would you rate the drainage of streets after normal rainstorms in the District?

Response	Number	Percentage
Excellent	0	0.0
Good	9	20.0
Fair	24	53.3
Poor	12	26.7

2 respondents did not answer this question.

The results indicate that there is an unfavorable opinion regarding the condition of the drainage.

When considering the status of the business owners in the District, there is no statistical difference in the attitudes of the respondents regarding the condition of the drainage. Nor was there a statistical difference regarding the length of time the business was located in the district.

8) How would you rate the condition of street signs in the District?

Response	Number	Percentage
Excellent	4	8.9
Good	19	42.2
Fair	20	44.4
Poor	2	4.5

2 respondents did not answer this question.

The results indicate that there is a split opinion regarding the condition of the street signs.

When considering the status of the business owners in the District, there is no statistical difference in the attitudes of the respondents regarding the condition of the street signs. Nor was there a statistical difference regarding the length of time the business was located in the district.

9) How would you rate the condition of buildings and properties in the District?

Response	Number	Percentage
Excellent	2	4.5
Good	18	40.0
Fair	22	48.8
Poor	3	6.7

2 respondents did not answer this question.

The results indicate that there is a split unfavorable opinion regarding the condition of the buildings and properties.

When considering the status of the business owners in the District, there is no statistical difference in the attitudes of the respondents regarding the condition of the buildings and properties. Nor was there a statistical difference regarding the length of time the business was located in the district.

10) How would you rate the City's code enforcement efforts in the District?

Response	Number	Percentage
Excellent	6	14.6
Good	20	48.8
Fair	12	29.3
Poor	3	7.3

6 respondents did not answer this question.

The results indicate that there is a slightly favorable opinion regarding the efforts of code enforcement.

When considering the status of the business owners in the District, there is no statistical difference in the attitudes of the respondents regarding the efforts of code enforcement. Nor was there a statistical difference regarding the length of time the business was located in the district.

11) How would you rate the availability of parking in the District?

Response	Number	Percentage
Excellent	0	0.0
Good	17	37.8
Fair	19	42.2
Poor	9	20.0

2 respondents did not answer this question.

The results indicate that there is an unfavorable opinion regarding the availability of parking.

When considering the status of the business owners in the District, renters were more negative in the attitudes regarding the availability of parking. The businesses and property owner had a more favorable opinion the longer the business was located in the district.

12) How would you rate the overall safety in the District?

Response	Number	Percentage
I feel very safe	0	0.0
I feel safe	44	95.6
I don't feel safe	1	2.2
I feel very unsafe	1	2.2

1 respondent did not answer this question.

The results indicate that there is favorable opinion regarding the safety.

When considering the status of the business owners in the District, the two negative opinions regarding safety were from land owners. The businesses and property owner had a less favorable opinion the longer the business was located in the district.

13) Please rate the following items in your neighborhood in the order of importance to you with 1 being “most important” and 10 being “least important”

Highest Priority

Ability of the streets to drain after normal rainstorms

High Priority

Condition of street lighting and street furniture

Availability of parking

Sense of safety in my neighborhood

Moderate Priority

Condition of sidewalks

Condition of buildings and properties

Condition of streets

Lowest Priority

Condition of street signs

Code Enforcement efforts

Other items listed

Clutter in front of stores

Walking and Bicycle friendly

Prohibit variances for new construction

Signage and landscaping to indicate the District

Public access to businesses

14) What do you like most about owning property or a business in the District?

Location	16
A good mix of business near	6
Old Naples feel	4
Accessible/Not crowded	2
Like the neighborhood	2
Area improvements	1
Clean	1
Less seasonal community	1
Safety	1
Value increasing	1

15) What do you like least about owning a property or a business in the District?

Parking	6
Drainage	3
Tired looking, need new development	3
Too much development	3
Circle/Roundabout on Central Avenue	2
Rents	2
Restrictive Codes	2
Streets and Landscaping	2
Affordable Housing	1
Alleys need improvement	1
Deserted after hours	1
Everything	1
Not Pedestrian friendly	1
Too seasonal	1
Traffic	1

16) What, if any, issues do you feel need to be addressed in District?

Designate the District with signs/design/landscaping	8
Drainage	5
Clean-up trash cans	4
Parking	4
Make it more pedestrian friendly	2
Sidewalks	2
10 St and 1 Ave S	1
Codes	1
Lighting	1
More CRA funds	1
More events	1
Move affordable housing	1
Prohibit variances	1
Remodel	1
Repave alleyways	1
Store signs do not comply with codes	1

17) What, if any, improvements do you feel need to be made in the District?

Aesthetics (landscaping/repair/design/entryway)	11
Parking	8
Drainage	5
Promote District	5
Make it pedestrian friendly	4
Fix traffic visibility	1
Directory	1
Get rid of dumpster enclosures	1
Lighting	1
Move affordable housing	1
Relax codes	1
Trash pickup	1

SECTION FIVE

STRATEGIES FOR RIVER PARK EAST

Public input was very limited for this neighborhood. As previously mentioned, this area has historically been home to the City's African American community. This is not surprising as over half of the housing units in the area are rental units. Experience has shown that renters of multi-family housing units are much less likely to respond to surveys and to participate in other public input methods. In addition, stakeholders interviewed from this area and those that participated in the open public meeting conveyed a distrust of all levels of government. Several stories were conveyed of past programs and actions that were detrimental to this community. While a number of these actions were a generation ago or longer, mistrust of government is still prevalent and is believed to have inhibited participation in the public input process.

The PLACE Planning team nonetheless utilized the information that was garnered through the public input process and coupled it with our experience with similar communities and on-site investigations of the area to determine additional needs for the area. Recommended actions are presented in the format of Critical Action, Short Term Action, and Long Term Action and are listed according to priority of the action within each category. For reference purposes, a map of the River Park East Neighborhood can be found as Map 5.1 below.

PLACE Planning recommends the following strategies to address concerns of residents as well as other deficiencies found through further investigation or discussion with CRA and City staff:

A. CRITICAL ACTION

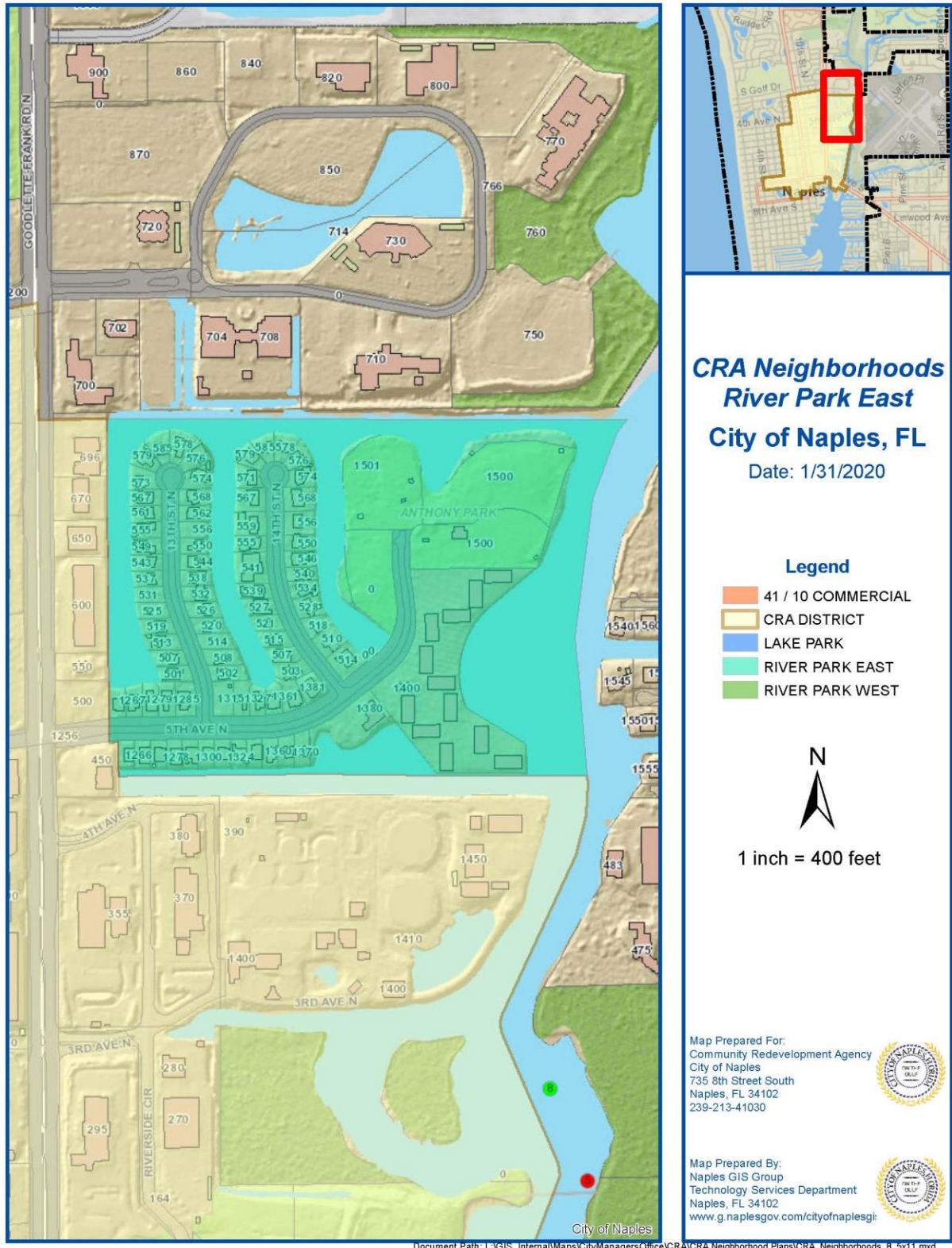
The listed action is a key action to accomplishing all goals within this neighborhood and should be a priority project for the CRA:

1) Work to Garner the Neighborhood Trust

As mentioned, the majority of African American individuals that did participate in the public input efforts expressed mistrust of the City/CRA's efforts. They expressed concern that any written strategies would be mere lip-service or that the projects/programs that would be implemented in the area were only designed to push the community out of the City.

With this in mind, it is critical that the CRA work with the City to have one or more persons designated to be an outreach coordinator(s) for the residents and property owners in this neighborhood (this person(s) can also serve the same function for the River Park East neighborhood as these neighborhoods have similar on-going issues). Further, it will be of utmost importance that the outreach coordinator(s) for the area have the ability to visit and work in a very visible manner within the neighborhood. This person(s) should further have the ability to address neighborhood issues on behalf of the CRA or City within a reasonable timeframe

Map 5.1 River Park East



and with consensus of the neighborhood residents. It is critical that projects be undertaken with full knowledge of the residents and with their input. The goal of these efforts should be for the community to fully understand projects/programs and to have a hand in designing said projects/programs so that it is clear that such actions are being done with to better the neighborhood for them and not, as may otherwise believe, to them and their detriment in the long run.

The CRA should work with the City to ensure that any person(s) asked to take on this roll anticipate a stable career with the City so that turnover in the position is limited. Ideally, a person who grew up in or near this neighborhood or River Park East who has knowledge of area history, could be appointed as the area outreach coordinator.

B. SHORT TERM ACTIONS

The following actions should be undertaken within the next 12-18 months. These projects should be able to be undertaken with minimal effort and at a minimum of cost to the CRA and/or City.

1) Drainage

Residents reported drainage problems along 5th Avenue North. Before the authoring of this plan, the City reported that it believed these drainage problems were related to the need to



clean the drainage system and to connect drainage inlets by removal of a small amount of earth. It is believed that drainage repair is not a major project and thus could be completed quickly and with minimal resources.

Should the drainage problems turn out to be more complicated, a review and determination of a course of action should be undertaken in the short-term with construction planned in the long-term.

Photo 5.1 – Evidence of drainage problems

2) Street Lighting

The CRA should work with the City to replace the yellowing lenses of the area's street lights, if they are available, until such time as permanent replacements can be purchased and installed.

3) Placement of Dog Waste Stations in the Neighborhood

Several residents expressed a concern for a large number of people that do not pick up after their pets in the area. To facilitate better adherence to local pet waste regulations, the CRA should work with the City to install Dog Waste Stations in the neighborhood and specifically at Charlie C. Anthony Park. Efforts should also be made to install additional warning signs in the neighborhood if warranted. (After hearing of this issue and before the final draft of this

report was completed, City Staff installed several such waste stations within Charlie C. Anthony Park).

4) More Frequent/Visible Police Patrols

Residents expressed concern that they do not see police patrols in the neighborhood often which raises concerns about safety in the area. The CRA should work with the area to ensure that Police are more visible and increase patrol of the area if necessary. Placement of a decoy cruiser around the neighborhood on a more frequent rotation may be beneficial as well. The CRA could also encourage additional involvement in the neighborhood by the area's Community Policing Officer or by an officer funding through the CRA's tax increment.

If none exists, the CRA should work with the Police Department and neighborhood residents to create a Neighborhood Crime Watch group in the area. This would facilitate increased involvement with the Police Department and a greater understanding of Police activities in the neighborhood.

5) Address Safety Issues at Goodlette-Frank/5th Avenue North Intersection

Residents express concern about the safety of this intersection. It was relayed that accidents continue to happen at this location due to obstructed views and the number of vehicles exiting the Seven-Eleven parking lot. The CRA should work with the City and County to determine if there are intersection improvements that can be made to enhance vehicular and pedestrian safety at this intersection.



Timing of the traffic signals at this intersection could be altered to ensure vehicles come to a stop with a delay before vehicles are permitted to move from another direction.

Enhanced pedestrian crosswalks could also be installed to increase safety for those on foot. Yellow warning signals or reflectors and/or enhanced signage could make this large intersection safer.

Photo 5.2 - Aerial of 5th Ave. N./Goodlette-Frank Rd.

Simultaneously to this being noted by the public as an issue, the City of Naples was awarded funding through Collier County's U.S. Department of Housing and Urban Development Community Development Block Grant (CDBG) for intersection improvements both at the 5th and 7th Avenues North intersections with Goodlette-Frank Road. It is imperative that this award be utilized and such improvements undertaken to satisfy this action.

6) Encouragement of Code Enforcement

Survey respondents listed condition of homes and yards as a moderate priority. The CRA should encourage the City to ensure regular visits to the area by the City's Code Enforcement unit to assist in cleaning up properties whose appearance may not meet City codes.

7) Property Clean up Grants

The CRA could create a small grant program (up to \$500 or other agreed upon amount per property) for owner-occupied homes to undertake repairs or maintenance to meet City code requirements. The program could cover, but not be limited to, items such as exterior painting, fence repair, or driveway apron installation/repair (another concern indicated by residents)

8) Facilitate the Delivery of Social Services to the Neighborhood

The CRA could facilitate or work with the City to facilitate the provision of social service programs to the neighborhood. This could be done through coordination with other government agencies or non-profit organizations providing such services. The CRA could create a guide to services or otherwise inform residents of available services. Additionally, the CRA, alone or in conjunction with the City, County, or School Board, could provide meeting space on a regular rotation to these social service groups and publish and promote the schedule within the neighborhood and City.

9) Repair Driveway Apron at Triumph Church Building

A number of residents mentioned a potholed driveway apron in front of the Triumph Church



property. Residents believe this needs to be repaired by the city due to use of the driveway for police to park in the neighborhood. As the potholes are in a driveway apron which is part of the public right of way it is possible for the CRA and or city to facilitate this repair. This eyesore, that appears to irk a majority of residents involved in the public input process, should be repaired as soon as possible.

Photo 5.3 – Triumph Church with potholed apron

10) Relocation of Rowing Club

Several residents indicated there were locations for the storage of rowing club equipment and a better launch area closer to the river. It was believed that the current locations limit use of the park by residents. The CRA could work with the City to facilitate relocation of this activity.

11) Clearing of Fallen Trees and Debris from Canals

Residents, during the open Public meeting, raised concern about trees fallen during recent storms in the canal had not been cleared. Prior to the authoring of this report, city staff reported no such debris was found however the CRA and City should work together to ensure the canals

remain free of debris. This should be done either by removal of the debris by the CRA and/or City or by citing responsible adjacent property owners and holding them accountable for debris removal.

C. LONG TERM ACTIONS

The following actions will require a more staff involvement, cost, and or time to undertake due to their size, complexity, or need for formalized plans or coordination:

1) Street Lighting

Many of the streetlights in the area are of the older design (white poles). These lights were designed such that 1/3 of the bulb is above a double-set of reflectors, this results in significant



Photo 5.4 – Existing bent and dirty lighting

loss of lighting upwards. Many of the reflectors on these light poles are bent and attract dirt and bugs that reduces the lighting at ground level. To make matters worse, the lenses on these lights have yellowed and become cloudy rendering many as nothing more than decoration. The CRA should work with the City to replace these lights with more modern and efficient lighting. The City may also wish to use this opportunity to start to standardize light pole styles within the CRA.

2) Continued Housing Affordability

The CRA and City should work with the owners of the Gordon River Apartments to keep rents for units within the complex affordable for the City's lower income residents. This can be done through financial assistance for renovation/modernization of these properties with Federal/State housing grants, Community Development Block Grant funds, available City funding or CRA tax increment funding.

3) Gordon River Apartments Involvement

As an alternative to financial assistance to renovation/modernization of the Gordon River Apartments, the CRA should work to facilitate a purchase of the complex by the CRA, the City or another governmental or non-profit agency with the goal of long-term affordability of units. This facilitation could be an outright purchase, provision of financing, or sponsoring Federal, State, and/or private grants or other fundraising for the future owners. Any such ownership change should ensure a majority of units remain affordable for lower income residents in perpetuity either as rental or owned condominium units.



Photo 5.5 – Aerial of Gordon River Apts. Site

A purchase of the property by the CRA and/or City for use as an affordable housing complex is not without successful precedent in the City. Both the George Washington Carver and Jasmine Cay complexes were constructed/operated under differing requests-for-proposals (RFPs) released by the City that created long-term agreements with outside entities to construct/operate these complexes. It is recommended if the CRA and/or City purchase the property and partner with any outside entity, that the CRA and/or City retain ownership of the property to ensure affordable housing on-site in perpetuity.

4) Educational Opportunities

The CRA and City should work to provide additional career and vocational training to area residents. This training should be devised to increase resident skill sets and marketable knowledge to enhance their career paths and earning potential. Such programs could be provided at the River Park Community Center or other City-owned locations in partnership with the Collier County School Board, Florida Southwestern State College, Florida Gulf Coast University, other educational organizations, professional associations, or non-profits.

Involvement by the CRA/City could range from providing classroom space, to direct subsidies for students that reside in the CRA district or for fees for instructors.

5) Job Fairs

The CRA and City could coordinate and/or sponsor job fairs for area residents. Job fairs could also highlight opportunities that may be available with employers within the CRA and City assisting both potential employees and employers and stimulating the local micro-economy.

6) Drainage Repairs

Should it be determined that the need for drainage repairs or modifications is more than the simple alterations indicated in the Short Term Actions section, these repairs should be investigated further with appropriate plans prepared and construction of these modifications should be undertaken.

7) Create and Implement Home Repair Programs for Owner-Occupied Units

The CRA should work with the City, County, and/or State to facilitate the creation of a home rehabilitation program for income-eligible, owner-occupied homes in the neighborhood. This can be done through either the U.S. Department of Housing and Urban Development Community Development Block Grant (CDBG) program, the State Housing Initiatives Partnership (SHIP) program funding, or other such funding as it may be available (including the CRA's tax increment funding if appropriately deemed an efficient use of such funding).

As the City has facilitated such a program with CDBG funds in the past that failed to garner any participants. Information conveyed through the public input process by residents who were familiar with the past program indicated residents were distrustful of the City's motives and believed that the program was just a way for the government to take people's homes. Therefore, it is key that the CRA work with the funding partner and a trusted local non-profit to promote the program and educate the public in clear, yet simple language, as to how the program works and the responsibilities of the homeowner in participating such a program.

8) Create a First-time Homebuyers Down Payment Assistance Program

Similar to a home repair program, the CRA could work to create or facilitate a program to provide first time homebuyers with down payment assistance. The goal of this program would be to bolster the number of owner-occupied homes in the neighborhood and facilitate purchase of homes by households with families. Such a program could be funded by the same sources as a home repair program (outlined above) as well as work with other down payment programs that may be offered by local banks or other groups.

9) Acquire Church Property



The Triumph Church property on 5th Avenue North appears to be underutilized. The CRA should investigate the use of the property and, if underutilized or not serving the neighborhood, should engage the church leaders to determine the endeavor to acquire the Triumph Church property if it continues to be under-utilized as a house of worship serving the neighborhood. The property should then be considered for multi-family housing or single-family homes consistent with similar housing already available in the

neighborhood.

Photo 5.6 – Aerial of Triumph Church Site on 5th Ave. N.

10) Address Long Term Environmental Issues

Residents expressed concern that the river is beginning to overflow its banks on a more regular



basis. This could endanger docks, seawalls, rip rap, and ultimately homes. The CRA could work with the City, Water Management District, and other governmental entities on long term solutions due to sea level rise. The CRA should look into the potential to create long-term financing programs to help with seawall repairs, installation of additional or new rip rap on an as-needed basis. Additionally, programs that could assist homeowners to elevate their domiciles and

Photo 5.7 – Rip rap and seawall

otherwise protect their property against sea level rise should be investigated for future implementation.

11) Underground Electric and Other Utilities

Underground of utilities was suggested by the residents as a method to avoid outages during



storms and to enhance the appearance of the neighborhood. The CRA could work with Florida Power and Light and other local utilities to undertake a study to determine the cost of undergrounding utilities in the neighborhood. If financially feasible, the CRA could undertake such a project at some time in the future.

Photo 5.8 – Overhead wires on 14th St. N.

SECTION SIX STRATEGIES FOR RIVER PARK WEST

Much like it was for River Park East, public input was lacking in the River Park West neighborhood. This is not surprising as the area is comprised of a significant amount of publicly owned property largely used for park and recreation activities, a church, and apartments. Housing in the area is all rental units; renters, historically, are much less prone to respond to surveys and to participate in other public input methods. In addition to this anticipated low involvement, it became clear from those that did participate that the African American community in Naples is still highly distrustful of all levels of government. Several stories were conveyed during the public input meetings of past programs and actions that were detrimental to this community. While a number of these actions were a generation ago or longer, mistrust of government is still prevalent and is believed to have inhibited participation in the public input process.

The PLACE Planning team nonetheless utilized the information that was garnered through the public input process and coupled it with our experience with similar communities and on-site investigations of the area to determine additional needs for the area. Recommended actions are presented in the format of Critical Action, Short Term Action, and Long Term Action and are listed according to priority of the action within each category. It should be noted that parallel social conditions, many of the actions below are similar or identical to those for River Park East.

PLACE Planning recommends the following strategies to address concerns of residents as well as other deficiencies found through further investigation or discussion with CRA and City staff:

A. CRITICAL ACTION

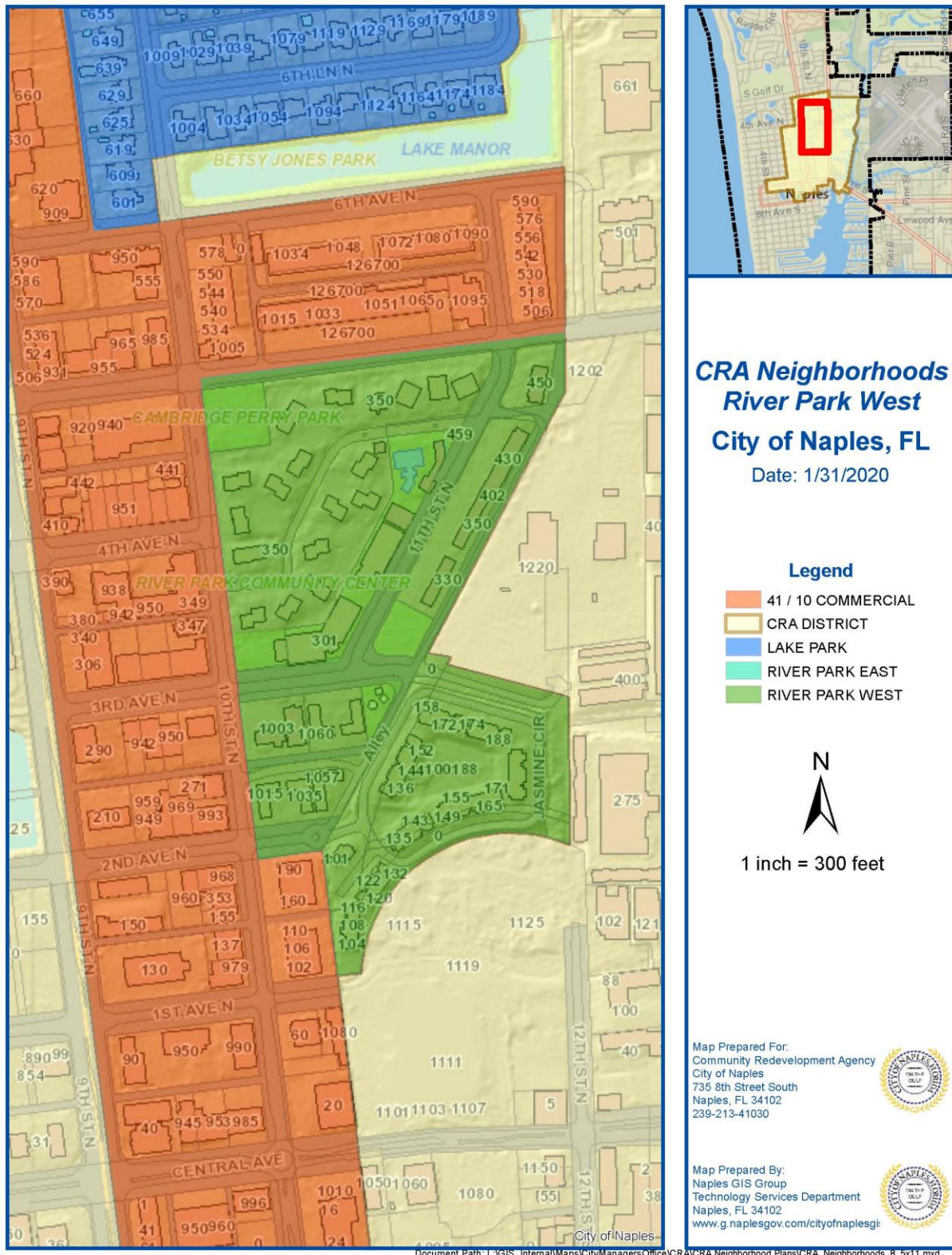
The listed action is a key action to accomplishing all goals within this neighborhood and should be a priority project for the CRA:

1) Work to Garner the Neighborhood Trust

As mentioned, the majority of African American residents that participated in the public input efforts expressed mistrust of the City/CRA's efforts. They expressed concern that any written strategies would be mere lip-service or that the projects/programs that would be implemented in the area were only designed to push the community out of the City.

With this in mind, it is critical that the CRA work with the City to have one or more persons designated to be an outreach coordinator(s) for the residents and property owners in this neighborhood (this person(s) can also serve the same function for the River Park East neighborhood as these neighborhoods have similar on-going issues). Further, it will be of utmost importance that the outreach coordinator(s) for the area have the ability to visit and work in a very visible manner within the neighborhood. This person(s) should further have the ability

Map 6.1 River Park West



to address neighborhood issues on behalf of the CRA or City within a reasonable timeframe and with consensus of the neighborhood residents. It is critical that projects be undertaken with full knowledge of the residents and with their input. The goal of these efforts should be for the community to fully understand projects/programs and to have a hand in designing said projects/programs so that it is clear that such actions are being done with to better the neighborhood for them and not, as may otherwise believe, to them and their detriment in the long run.

The CRA should work with the City to ensure that any person(s) asked to take on this roll anticipate a stable career with the City so that turnover in the position is limited. Ideally, a person who grew up in or near this neighborhood or River Park East who has knowledge of area history, could be appointed as the area outreach coordinator.

B. SHORT TERM ACTIONS

The following actions should be undertaken within the next 12-18 months. These projects should be able to be undertaken with minimal effort and at a minimum of cost to the CRA and/or City:

1) Street Lighting

The CRA should work with the City to replace the yellowing lenses of the area's street lights, if they are available, until such time as permanent replacements can be purchased and installed. Should lenses be difficult to acquire, a lens replacement in the area should be prioritized with those at the River Park Community Center parking lot replaced first.

2) Parking

The CRA should work with the City to determine if parking along the eastern edge of 3rd Avenue North is feasible and if so, prepare plans for construction of said parking to be undertaken as outlined in long-term actions.



Photo 6.1 – 3rd Avenue North right-of-way

The potential for parking along 11th Street North was brought up and should be reviewed. It is highly unlikely parking could be added to this area without removal of trees along the right-of-way thus being a detriment to beautification of the area. If it is found to be feasible and non-detrimental to area beautification, construction plans should be prepared to be undertaken as outlined in long-term actions.

3) Facilitate the Delivery of Social Services to the Neighborhood

The CRA could facilitate or work with the City to facilitate the provision of social service programs to the neighborhood. This could be done through coordination with other government agencies or non-profit organizations providing such services. The CRA could create a guide to services or otherwise inform residents of available services. Additionally, the CRA, alone or in conjunction with the City, County, or School Board, could provide meeting space on a regular rotation to these social service groups and publish and promote the schedule within the neighborhood and City

4) Opening of River Park Community Center Greenspace

Mentioned in the public meetings was a suggestion to open the small yard on the western side of the River Park Community Center Auditorium by removing the surrounding fencing and opening the area to be used as a passive park with picnic tables and/or other such amenities.



Photo 6.2 – River Park Community Center yard

Further investigation showed that the area is available for use by the general public when not used for programming by the Community Center, however, the fencing must remain to insure the safety of small children who the area is often programmed for. It may be possible for the CRA to work with the City to provide tables, chairs, and trash receptacles in this area and install signage and/or more inviting gates or openings to the yard that makes it's availability to the public obvious.

5) Clean up of Florida Power and Light Property

While the FP&L property is not actually within this neighborhood, it is directly adjacent and



Photo 6.3 – Fencing around FP&L property

directly impacts the area. The property is currently visually unappealing and screening attached to the chain link fencing surrounding the property is torn or missing. The CRA and City should work with FP&L to insure proper clean up and screening of the property. Any appropriate City regulations regarding appearance of the property should be enforced.

C. LONG TERM ACTIONS

The following actions will require a more staff involvement, cost, and or time to undertake due to their size, complexity, or need for formalized plans or coordination:

1) Continued Housing Affordability

The CRA and City should work to ensure the two financially assisted properties, the George Washington Carver and Jasmine Cay apartments remain affordable to those with limited income. This can be done through amended contracts for use of the land, or financial assistance for renovation/modernization of these properties with Federal/State housing grants, Community Development Block Grant funds, available City funding or CRA tax increment funding.

The CRA and City should additionally work to keep rents affordable in the non-assisted units as well. Potential acquisition of these units or renovation assistance to the owners through the sources listed in the previous paragraph could help attain this goal.

2) Parking

Both due to limited parking for some of the apartment units in the area and because of overflow need from the Design District, the CRA should continue to work with the City to review all potential for additional parking in this neighborhood. If the of parking in the right-of-way along the eastern end of 3th Avenue North is determined to be feasible, such parking should be constructed.

Similarly, should additional parking be feasible on 11th Street North, according to the review outlined in the Short Term Actions for this neighborhood, such parking should be constructed.

The City has previously investigated the potential for surface parking construction in the long term through a lease or purchase of a portion of Florida Power and Light property and was rebuffed. The CRA and City should continue to pursue this option as Florida Power and Light's leadership and direction in the management of their real estate portfolio are subject to change. Continued contact with FPL regarding this site would have no cost to the CRA/City yet could, at some point the future, yield benefits.

3) Educational Opportunities

The CRA and City should work to provide additional career and vocational training to area residents. This training should be devised to increase resident skill sets and marketable knowledge to enhance their career paths and earning potential. Such programs could be provided at the River Park Community Center or other City-owned locations in partnership with the Collier County School Board, Florida Southwestern State College, Florida Gulf Coast University, other educational organizations, professional associations, or non-profits.

Involvement by the CRA/City could range from providing classroom space, to direct subsidies for students that reside in the CRA district or for fees for instructors.

4) Job Fairs

The CRA and City could coordinate and/or sponsor job fairs for area residents. Such job fairs could also highlight opportunities that may be available with employers within the CRA and City thus assisting both potential employees and employers and further stimulating the local micro-economy.

5) Street Lighting

Many of the streetlights in the area are of the older design (white poles). These lights were designed such that 1/3 of the bulb is above a double-set of reflectors, this results in significant loss of lighting upwards. Many of the reflectors on these light poles are bent and attract dirt and bugs that reduces the lighting at ground level. To make matters worse, the lenses on these lights have yellowed and become cloudy since their installation rendering many as nothing more than decoration. The CRA should work with the City to replace these lights with more modern and efficient lighting. The City may also wish to use this opportunity to start to standardize light pole styles within the CRA.

SECTION SEVEN STRATEGIES FOR LAKE PARK

NOTE: It is important to reiterate the Lake Park neighborhood that is the subject of this report (depicted in Map 7-1) is only a portion of the larger Lake Park area of the City as only this portion is within the CRA (as is explained in Section 2C of this document).

There was significant involvement by the residents of Lake Park in the public input process. The stakeholder representatives of the neighborhood arrived prepared, a fair number of residents attended the public meeting and were very clear and concise about their issues, and this neighborhood had the highest return rate for the mailed survey at 30%.

Discussions from the public meetings, answers from the mailed survey and the author's experiences were utilized to prepare recommendations as to projects and programs that could be implemented in this neighborhood to enhance the quality of life for its residents. Recommended actions are presented in the format of Critical Action, Short Term Action, and Long Term Action and are listed according to priority of the action within each category.

PLACE Planning recommends the following strategies to address concerns of residents as well as other deficiencies found through further investigation or discussion with CRA and City staff:

A. CRITICAL ACTION

The listed action is a key action to accomplishing all goals within this neighborhood and should be a priority project for the CRA:

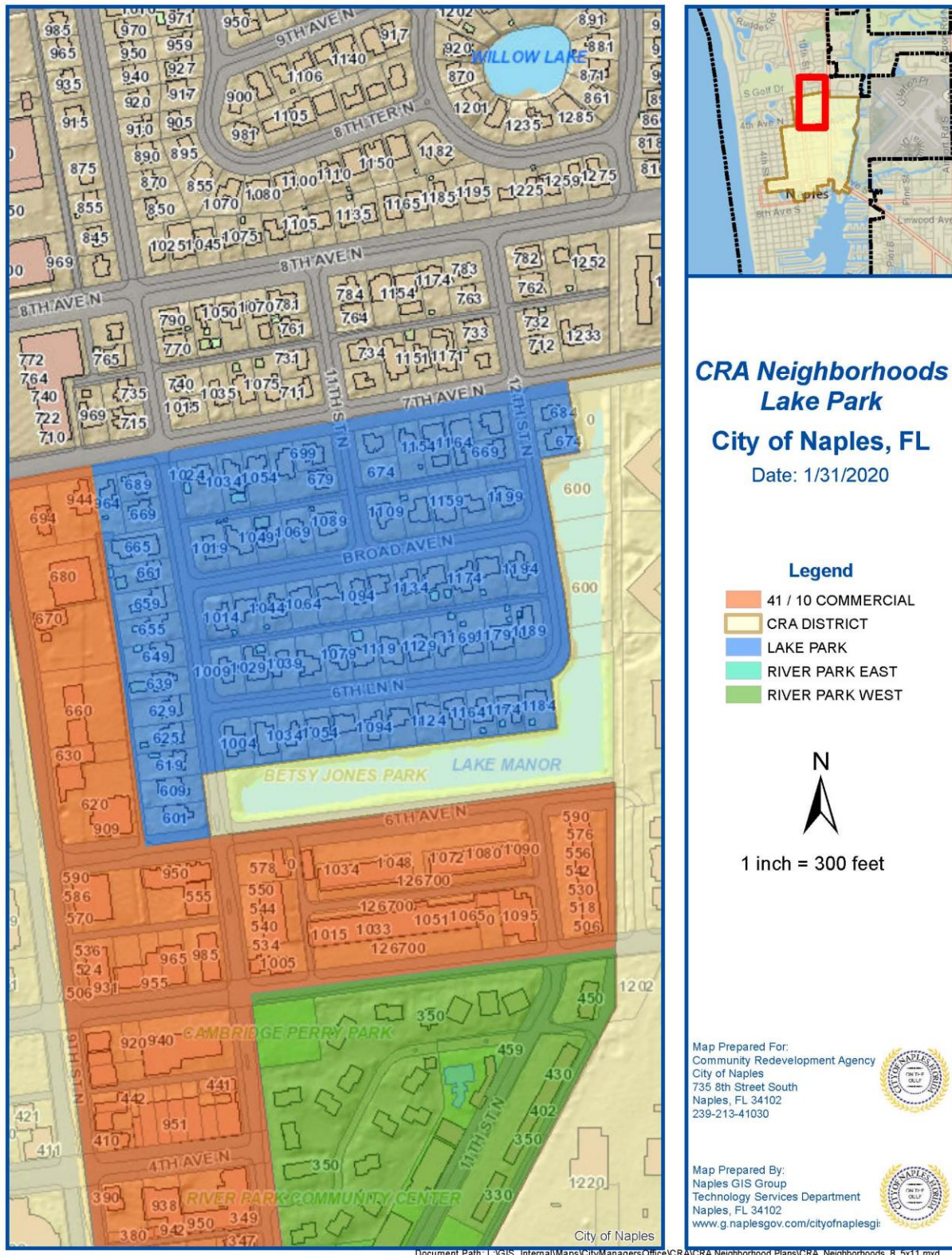
1) Review Traffic Patterns and Provide Actions to Address Traffic Concerns

The only item to which the neighborhood fully agrees is the belief that vehicles are utilizing the neighborhood to by-pass the traffic circles on 7th Avenue North. All the participating residents felt this diversion of vehicles posed a significant safety risk to them and their children. In addition, concerns were raised about traffic on 10th Street North regularly exceeding the posted speed limit, significant traffic back-ups at 7th Avenue North and both US 41 and Goodlette-Frank Roads during rush hour periods.

The CRA should work with the City to commission a review of vehicular movement in the area. This study should consider all the concerns indicated, determine their validity, and if valid, provide more in-depth recommendations as to how to alleviate the undesired conditions.

If traffic is found to be significantly diverting through the neighborhood, the CRA should ensure the study looks closely at closing a street or other method that would prevent this undesired diversion of vehicles while still providing movement by residents and for the safety of those residents.

Map 7.1 Lake Park



B. SHORT TERM ACTIONS

The following actions should be undertaken within the next 12-18 months. These projects should be able to be undertaken with minimal effort and at a minimum of cost to the CRA and/or City:

1) Additional Landscape Along Lake Manor

The City recently removed a significant amount of invasive plants from around Lake Manor. While pleased with the elimination of the invasives, residents expressed concern that the replacement landscaping planted along 6th Avenue North is insufficient to screen their properties leaving their yards visible and open to view by person across the lake. Additionally, the residents believe the reduction in plantings has also increased the sounds that travel across the lake thus creating additional noise for them. Particularly noted was noise coming from the Church and other users of the commercial properties to the south and east of the neighborhood.



Photo 7.1 - Landscaping a Lake Manor edge

The CRA should work with the City to ensure sufficient landscaping is provided along the linear park on the south side of the lake as well as appropriate locations along the north-south portion of the lake. It should be noted and conveyed to the residents that there may be an appropriate amount of landscaping material but it may need time to properly mature in order to provide the proper screening.

Additionally, the CRA should facilitate the removal of dead trees in the public space and the replacement of said trees where appropriate.

2) Noise Reduction

Residents concerns about noise from across Lake Manor should be investigated. If found to be at a level disturbing to residents and/or in violation of any city noise ordinances, the origin of the noise should be determined. Those creating the noise should be made aware of the concern and the CRA should work with the City to facilitate a discussion between those creating the noise and the residents of the neighborhood to find ways to reduce noise at times when it is disturbing residents.

As the surrounding properties are sparsely landscaped, the CRA could craft a minimal landscaping grant program for surrounding commercial properties to add noise obstructing landscape within their parking lots or along the perimeter of their property.

3) Address Parking of Service Vehicles On 7th Avenue North

A concern was raised regarding the parking of lawn and other service companies parking their vehicles within the 7th Avenue North travel lanes blocking smooth movement of vehicles.

The CRA should work with the City and its Police Department to make sure that all appropriate traffic and parking regulations are followed along this and other roadways so as to not impede the flow of traffic. Service providers may have to arrange with property owners for parking within driveways during service visits.

4) Trucks Cutting Through the Neighborhood to avoid 7th Avenue Traffic Circles

An issue was raised regarding large trucks using the neighborhood streets to avoid traffic and traffic circles along 7th Avenue North. Residents are concerned that this traffic is creating dangerous conditions in the neighborhood for pedestrians and children.

The CRA should work with the City and its Police and Public Works Departments to determine if there are weight limits or other truck size limits for the interior roadways in this neighborhood and to enforce any such restriction found. If no restrictions exist, the CRA may wish to advocate for appropriate truck limits both for resident safety and roadway durability.

5) Off-Peak Signal Timing at 7th Avenue North and Goodlette-Frank Road

Residents indicated the timing of the traffic signal causes problems during off-peak hours. Specifically, the turn signals do not provide time for a sufficient number of vehicles to turn.

The CRA should work with the City and the County to investigate these reports and re-time the traffic signals as may be appropriate.

6) Encouragement of Code Enforcement

Survey respondents listed condition of homes and yards as a moderate priority. The CRA should encourage the City to ensure regular visits to the area by the City's Code Enforcement unit to assist in cleaning up properties whose appearance may not meet City codes.

7) Removal of Fallen Trees

There are currently several fallen trees visible in Lake Manor. The CRA should work with the

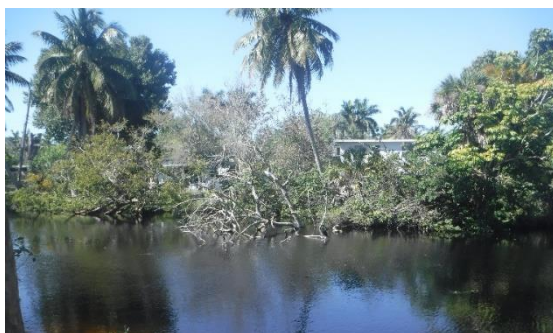


Photo 7.2 – Fallen tree in Lake Manor

City to ensure the lake is cleaned of these trees and any other materials that are visually unappealing and/or creating dangerous conditions within the Lake. This project could be undertaken by the CRA or City or, when appropriate, adjacent property owners should be held responsible for the removal of landscaping from their property that may have ended up in the lake.

8) Property Clean up Grants

The CRA could create a small grant program (up to \$500 or other agreed upon amount per property) for owner-occupied homes to undertake repairs or maintenance to meet City code

requirements. The program could cover, but not be limited to, items such as exterior painting, fence repair, or driveway apron installation/repair (another concern indicated by residents).

C. LONG TERM ACTIONS

The following actions will require a more staff involvement, cost, and or time to undertake due to their size, complexity, or need for formalized plans or coordination:

1) Continued Implementation of Traffic Improvements

The CRA should continue to work with the City to implement any recommended actions from the vehicular movements study outlined in the Critical Actions section. This would include, but not be limited to, any intersection improvements, changes to the roadway network or configuration, right-of-way amendments, crosswalk improvements, or speed limits.

2) Drainage Issues

Drainage issues in the neighborhood, specifically on 7th Avenue North, at the end of 6th Avenue North, and along 12th Street North were cited by residents as an issue. Investigation shows Lake Manor to be in the stormwater storage/removal chain. During periods of heavy rain and high tides, water does not move through the system fast enough to prevent overflow of the lake and/or localized flooding in the neighborhood.

The CRA should work with the City to investigate if all portions of the area stormwater system are working to their capacity. If so, efforts should be made with the City to enhance capacity of the system in the neighborhood and/or install structures or other facilities to prevent flooding from obstructing traffic or causing damage to private property.

3) Street Lighting

The CRA should work with the City to add additional lighting in the neighborhood. Residents expressed a need for more lighting within the neighborhoods two main alleyways and along Broad Street North. Currently each of the alleys only contain one light per block. The CRA should review the potential to add low scale, pedestrian lighting in the alleyways that would prevent the overflow of undesired lighting into homes and yards and determine how many additional lights would be desired and needed along the neighborhood roads.

4) Address Safety Issues at Goodlette-Frank/7th Avenue North Intersection

Residents express concern about the safety of this intersection. It was relayed that this can be a difficult intersection for pedestrians to traverse due to the width of the roadway and the high volume of vehicles. The CRA should work with the City and County to determine if there are intersection improvements that can be made to enhance pedestrian safety at this intersection.



Photo 7.3– 7th Ave. N./Goodlette-Frank Road

Timing of the traffic signals at this intersection could be altered to ensure sufficient time for pedestrians to cross the roadway.

Enhanced pedestrian crosswalks could also be installed to increase pedestrian safety. Yellow warning signals or reflectors and/or enhanced signage could make this large intersection safer.

Simultaneously to this item being noted by the public, the City of Naples was awarded funding through Collier County’s U.S. Department of Housing and Urban Development Community Development Block Grant (CDBG) for intersection improvements both at the 5th and 7th Avenues North intersections with Goodlette-Frank Road. It is imperative that this award be utilized to undertake and satisfy this action item.

5) Sidewalks

Residents expressed concern over conditions of the sidewalks along 7th Avenue North. Areas around the traffic circles are narrow, difficult to deal with, and constructed of asphalt instead of concrete most of the remainder of the roadway does not have sidewalks.



Photo 7.4 - Asphalt multi-purpose path

The CRA should work with the City to design concrete sidewalks (pathways) through the entire length of the right-of-way in the neighborhood. If a sufficient plan can be devised, the CRA should work with the City to install the sidewalk as designed. It is noted that sufficient right-of-way area may not exist in areas around the traffic circles and thus some land or easement acquisition may be required.

Additionally important to note, the northern right-of-way line on 7th Avenue North is the border of the CRA area, thus, if any acquisition or construction is to take place north of this border, the CRA could not participate in these activities.

The interior blocks of the neighborhood do not have sidewalks. While several residents indicated they would like sidewalks throughout the neighborhood, the majority of residents seemed to be happy without them. The CRA should reach out to the neighborhood to confirm their desire for no sidewalks or to have them. Additionally, the City should determine if any sidewalks are required in this area to sufficiently comply with provisions of the Americans with Disabilities Act (ADA). If desired or required, sidewalks should be installed in the neighborhood interior.

6) Linear Park East of Lake Manor

The Florida Power and Light property to the east of Lake Manor should be utilized for a linear park with a pathway/trail to serve as an alternative to the sidewalks on Goodlette-Frank Road for bicycles and pedestrians.



Photo 7.5 - FP&L right-of-way

The CRA should work with FP&L for acquire ownership or rights to use the land for this purpose. Additionally, the CRA should work with the City to construct a useable and visually appealing linear park and multi-purpose path on this property.

SECTION EIGHT

STRATEGIES FOR THE DESIGN DISTRICT

There was significant involvement in the public input process by the property and business owners from the Design District. The Design District Association (a group of property and business owners in this neighborhood) conveyed to the PLACE Planning team that they have held significant discussion with their membership regarding the issues and conditions in the area. Thus this group significantly boosted participation in all tiers of the public input process. They came well prepared for stakeholder interviews, had the best turnout (about 35 people) for the public input meeting, and they had a 24% return rate for the mailed survey.

Discussions from the public meetings, answers from the mailed survey and the author's experiences were utilized to prepare recommendations as to projects and programs that could be implemented in this neighborhood to enhance business conditions, particularly those that would impact the buying public and attract them to shop, dine, and otherwise patronize the businesses in the neighborhood. Recommended actions are presented in the format of Critical Action, Short Term Action, and Long Term Action and are listed according to priority of the action within each category.

PLACE Planning recommends the following strategies to address concerns of the property and business owners as well as other physical and promotional opportunities found through further investigation or discussion with CRA and City staff:

A. CRITICAL ACTION

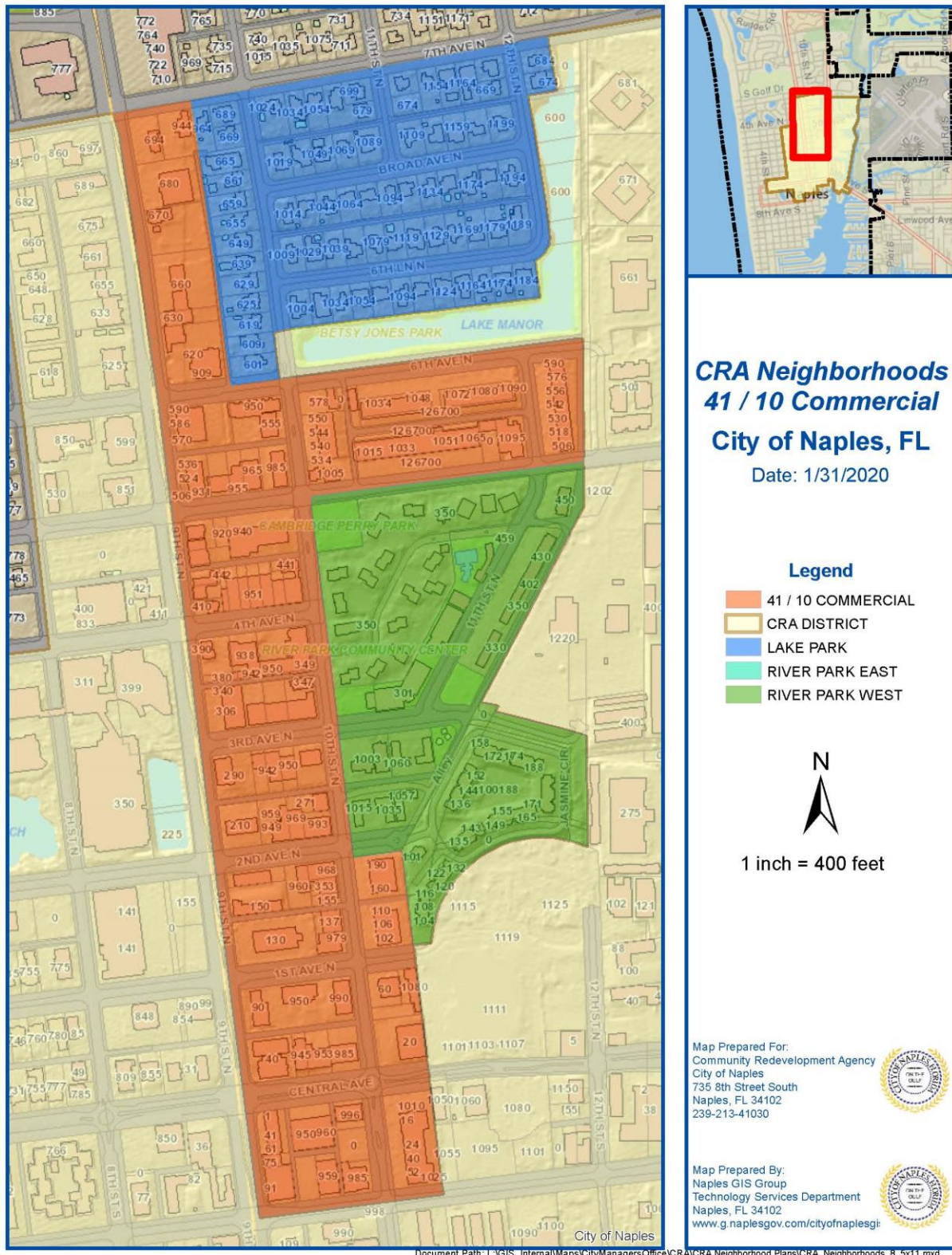
The listed action is a key action to accomplishing all goals within this neighborhood and should be a priority project for the CRA:

1) Drainage

Drainage issues were repeatedly cited in public meetings and listed as highest priority in the survey sent to property and business owners in the area. Specifically mentioned was drainage run-off from alleyways overwhelming the drainage system on 10th Street North. Also mentioned were drainage problems on 1st Street South. Discussions with City staff indicated a significant cause of the drainage problems in the district is the lack of drainage facility within the alleyways. With no assisting facilities, water sheet flows down the alleys to 10th Street North. The drainage facilities on 10th Street North lack the capacity to move or store such a large amount of water resulting in area flooding.

While many believe this problem is caused by new development, it is actually existing buildings that create the problem. Many existing buildings built before on-site drainage requirements and thus these properties are designed to overflow into the right-of-way during

Map 8.1 The Design District



periods of heavy rain. If properties are redeveloped or significantly altered, they will be required to retain stormwater on their own property. It is this requirement that will limit some redevelopment due to the cost of providing facilities to meet these regulations.

The CRA should work with the City to determine if there are any more immediate repairs or capacity increasing projects that can be undertaken to begin to address this issue. “More immediate” is used instead of “short term” as the design of any system and construction is likely to take longer than the 12-18 month timeframe that defines “short term” in this document. The City’s Public Works staff may have suggestions for such projects however, this effort may be best undertaken by a private engineering firm preparing an action report with potential solutions. The CRA could participate in funding such a study and/or the construction of any resulting projects that will reduce or alleviate the neighborhood’s drainage problems. Such projects could be the installation of larger drainage pipes, exfiltration pipes, and/or underground water storage vaults (such facilities could be placed under green areas of local parks or public parking lots).

2) Parking

Most of the participants in the public involvement tiers indicated parking was a major problem in the district and has been for some time (the future need for parking was noted in the 2014 Redevelopment Plan Amendment). The lack of parking during peak times of activity is believed to be stymying business growth.

The CRA has been working to address this situation by searching for locations for a parking garage. It has been conveyed that a property on the west side of 10th Street North at between 1st and 2nd Avenues North may be available. This property would be an excellent acquisition for the CRA and could serve as a surface lot. If, at some point in the future, the adjacent property becomes available, the combined sites would be the perfect dimensions for a future parking structure. The CRA may also wish to look at the May 2019 D-Downtown Garage Site and Project Evaluation Final Report prepared for the CRA by PLACE Planning and Design, Inc. for other potential parking garage locations.

There also exists potential for the creation of additional on-street parking along the eastern portion of 3rd Avenue North right-of-way. This area has width not utilized for roadway surface and is close enough to the businesses to serve the area. The CRA should work to investigate the use of this area for parking and have the appropriate plans created and endeavor to construct these spaces if feasible

The configuration of existing spaces should also be examined to determine if any additional capacity can be gained from a re-configuration. All areas of the District should be reviewed for the potential for additional on-street parking.

B. SHORT TERM ACTIONS

The following actions should be undertaken within the next 12-18 months. These projects should be able to be undertaken with minimal effort and at a minimum of cost to the CRA and/or City:

1) Crosswalk Restriping

Crosswalks throughout the Design District are worn and/or faded to such an extent that they are not visible.



Photo 8.1 - Cross walk in the Design District

The CRA should work with the City to ensure all crosswalks are repainted with long-lasting materials and in a manner that maximizes their visibility. A review of crosswalks should be undertaken to determine if additional signage, lighting, and/or roadway reflectors would be appropriate to draw the attention of pedestrians and to clearly mark the crossings to drivers.

2) District Branding Program

The CRA should work with the City, the Design District Association, and business and property owners to formulate a branding program for the District. This program should identify the area's brand and how to promote the brand in both the area's physical environment (through signage and other methods), for use in marketing and other promotional materials, and in creating an overall theme for the district.

3) Consolidation of Dumpsters

The CRA should work with property owners and businesses to consolidate trash collection along alleyways and other locations in the area. Consolidation of the hodge-podge of dumpsters into one or two trash compactors would assist in the activation of the alleyways as well as the aesthetics of the areas. It would also make the alleys safer to traverse by keeping dumpsters out of the right-of-way and allowing for greater visibility. This activity would not have a significant cost to the CRA but would require time to determine locations and get consent from property and business owners for said locations, as well as how to divvy trash collection costs.

4) Encouragement of Code Enforcement

The CRA should work with the City and its Code Enforcement Unit to ensure compliance with all applicable City codes and ordinances. Building appearances should be maintained, dumpsters should be properly placed outside of alleys and other rights-of-way, automotive uses should not have stored vehicles in on-street parking spaces, and properties should be free of trash and other debris.

C. LONG TERM ACTIONS

The following actions will require a more staff involvement, cost, and or time to undertake due to their size, complexity, or need for formalized plans or coordination:

1) Continued Implementation of Drainage Solutions

The CRA should continue to work with the City to implement any drainage solutions outlined in the reports of investigations from Critical Action 1 above. This may include design and construction of increased drainage system capacity.

2) Parking

The CRA should continue long term efforts to construct a parking garage to serve the district as outlined in Critical Action 2 above. This may include the acquisition of property and design and/or construction of a publicly-owned parking garage.

3) Encouragement of Small Business

The CRA should encourage the location of unique, small, “mom and pop” businesses within the District. Chain and large retail stores should be discouraged. The CRA should advocate for legally allowable restrictions on the location of chain and “big box” stores and businesses within the district.

4) Streetscape and Landscape Master Plan

The CRA should commission a Streetscape/Landscape Master Plan for the District. This plan should address all public landscaping and streetscape elements. These elements should include all plant materials, street furniture (trash cans, benches, bike racks), lighting and poles, manhole covers, banner placement, entrance signage and features, public art locations, paver surfaces (sidewalks, bench pads, or other hard surfaces), and follow a theme that promotes the area’s brand as outlined in the Branding Plan created for Short Term Action 2.

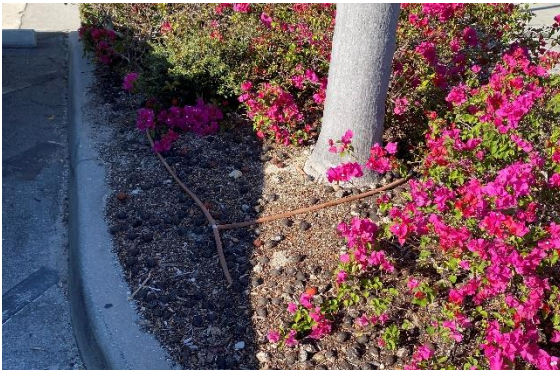


Photo 8.2 - Existing landscaping with irrigation visible

5) Vehicular and Pedestrian Movement Study

The CRA should engage a traffic engineering/planning firm to prepare a study of roadways, intersections, and sidewalks within the Design District to explore the potential conflict points between various modes of transportation as well as other dangerous conditions for automotive traffic, bicycles, pedestrians and other modes of transportation, due to such items as obstacles, public facility designs, or limited capacity.

The CRA should implement recommendations contained in this Study that would increase area capacity and flow of people and enhance safety for individuals regardless of their mode of transportation.

6) Public Art

The CRA should work with the City and Design District Association to commission and place appropriate public art in locations outlined in the Streetscape and Landscape Master Plan.



Photo 8.3 - A modern bicycle rack

The CRA should promote and encourage the placement of publicly viewable art on private property throughout the District. This may include murals or other such art that do not constitute a “sign” under City ordinances. Street furniture can also be created to be art. Modern bicycle racks, benches, trash receptacles and other such items can be individually designed to meet the theme of the area and be functional pieces of public art.

7) Wayfinding Signage

There is little/no in the district or within the City to direct visitors to the Design District or to key locations within it. The CRA should work with the City, the Design District Association, and business and property owners to design a wayfinding sign package in conformance with



Photo 8.4 - Wayfinding signage example

the branding guidelines and the Streetscape and Landscape Master Plan (the wayfinding signage can also be designed as part of the Streetscape and Landscape Master Plan). This package should include a consistent sign design theme and signage locations throughout the district and CRA. The CRA should further work with the owners in the district to fund the implementation of the wayfinding program.

8) Clearly Demarcate District Edges

While the Design District has been named and has defined boundaries, these boundaries are not identified to the public. The CRA should work with the City and the Design District Association to install devices, meeting the branding guidelines, that will indicate entrances and/or boundaries of the district. Banner on light poles in the District or easily identifiable signage at key entry points would help the public to find and identify the area. (Design of entrances and entrance features may also be part of the Streetscape and Landscape Master Plan to ensure continuity with all other such public elements.)

9) Alleyway Design and Activation

The CRA should enhance alleyways to insure sufficient space and usage for operations that



service adjacent businesses (i.e. dumpsters, storage, parking), provide for activation of the alleyways through the use of rear entrances, signage, lighting, and pedestrian facilities if possible. Most importantly, alleys should be designed to incorporate additional drainage and water retention/storage where possible.

Photo 8.5 - Typical Design District alleyway

10) Implementation of Item 4 (above) - Streetscape and Landscape Master Plan (and other public design elements whether separate or incorporated into the Master Plan)

The CRA should actively work to implement and install all elements of the Streetscape and Landscape Master Plan and any wayfinding package, street lighting, or edge demarcation whether part of the Master Plan or individually designed. This implementation should refresh all landscaping and irrigation in public areas, provide for uniform street furniture and lighting, assist in identifying the district, and promote the district's brand and theme. The CRA should provide for regular maintenance of all elements on an on-going basis to insure quality appearances.

11) Marketing and Promotional Materials

The CRA should work with the Design District Association and area businesses to assist in the creation, production, and distribution of materials that market and promote the district and the businesses within the district. The CRA should not be the sole source of funding for these activities but should actively partner with the Association and other area partners for to undertake these efforts.

12) Event Hosting and Promotion

The CRA should work with the City and the Design District Association to attract events that will promote the district leading to increased visitation and area sales. This could be in the form of event production, hosting, promotion, or sponsorship.

The CRA should work with the City's Parks and Recreation Department to locate events to the district that are appropriate for the area both in terms of type and capacity of the district's facilities to host the event (i.e. sufficient space for the event activity(ies), parking, restroom facilities).

13) Increase Greenspace

The CRA should seek to add greenspaces in the area and to alter the use of existing greenspaces. This can be accomplished through the efficient use of space that is now paved



including use of existing parking spaces to add landscaping where such landscaping would provide heat reduction and beautification of locations lacking in such facilities.

Some areas of solid green can be transformed to include space for public furniture, benches, dining tables, etc. while maintaining some landscaping within the area.

Photo 8.6 - Existing on-street parking with no greenspace

SECTION 9 FOR THE FUTURE

This report intends to provide a roadmap of projects and programs for the Naples Community Redevelopment Agency to follow to enhance the quality of life for residents in the neighborhoods of:

- River Park East
- River Park West
- Lake Park

And to provide for a more enjoyable and satisfying business climate for visitors and patrons as well as potential residents of:

- The Design District

This report does this through the identification of Critical, Short Term, and Long Term Actions that can be undertaken or coordinated by the Naples Community Redevelopment Agency (CRA).

Further, the report is intended to provide actions designed in response to public input gathered from the residents, property owners, and business owners of each neighborhood through:

- Individual Stakeholder Interviews
- Open Public Meetings
- Mailed Surveys

While implementation of the recommended actions should lead to enhanced neighborhoods that provide desired amenities and security for all, the world is an ever-evolving place. Therefore, PLACE Planning and Design, the authors of this report, strongly suggest the CRA remain connected to these four neighborhoods. The CRA should have strong ties with established homeowner and renter's associations and the Design District Association. In absence of such groups, the CRA should assist in the creation of appropriate representative groups to ensure there is at least one group that can represent residents, property owners, and/or businesses in each neighborhood that can provide regular feedback on the needs of each neighborhood.

The CRA should make efforts to keep each neighborhood fully informed of projects that are budgeted each year and approximate timeframes for completion and/or implementation. In addition, the CRA should work with these groups to annually update the list of projects and programs within each neighborhood's plan and to ensure project priorities remain inline with community wants and expectations.

APPENDIX A

Mailed Survey Form:

- Survey form for Residential Districts
- Survey form for the Design District



**CITY OF NAPLES COMMUNITY REDEVELOPMENT AGENCY
NEIGHBORHOOD CONDITIONS SURVEY
2020**

Please answer the questions below to the best of your ability and return this document to the City of Naples Community Redevelopment in the envelope provided. Please attend the public meeting for your neighborhood the time and date of which is located at the end of this survey document.

1) I live/own/am a renter of a home in:

_____ (a) Lake Park _____ (b) River Park – East _____ (c) River Park – West

2) How long have you lived in your current home?

_____ (a) 1-3 years

_____ (b) 4-10 years

_____ (c) 10-20 years

_____ (d) More than 20 Years

3) Do you own/rent the home you live in or do you rent a home to someone else?

_____ (a) I Own the home and live in it

_____ (b) I Rent the home that I live in from someone else

_____ (c) I Own the home and rent to someone else

4) How would you rate the condition of the parks in your neighborhood?

_____ (a)Excellent _____ (b)Good _____ (c)Fair _____ (d)Poor

5) How would you rate the condition of streets in your neighborhood?

_____ (a)Excellent _____ (b)Good _____ (c)Fair _____ (d)Poor

- 6) How would you rate the condition of sidewalks in your neighborhood?
____ (a)Excellent ____ (b)Good ____ (c)Fair ____ (d)Poor
____ (e) There are no sidewalks ____ (f) There are sidewalks missing that should be built
- 7) How would you rate the condition of street lighting in your neighborhood?
____ (a)Excellent ____ (b)Good ____ (c)Fair ____ (d)Poor
____ (e) No street lights ____ (f) There are street lights missing that should be installed
- 8) How would you rate the drainage of streets after normal rainstorms in your neighborhood?
____ (a)Excellent ____ (b)Good ____ (c)Fair ____ (d)Poor
- 9) How would you rate the condition of street signs in your neighborhood?
____ (a)Excellent ____ (b)Good ____ (c)Fair ____ (d)Poor
- 10) How would you rate the condition of homes and yards in your neighborhood?
____ (a)Excellent ____ (b)Good ____ (c)Fair ____ (d)Poor
- 11) How would you rate the City's code enforcement efforts in your neighborhood?
____ (a)Excellent ____ (b)Good ____ (c)Fair ____ (d)Poor
- 12) How would you rate the availability of parking in your neighborhood?
____ (a)Excellent ____ (b)Good ____ (c)Fair ____ (d)Poor
- 13) How would you rate the overall safety in your neighborhood?
____ (a) I feel very safe ____ (b) I feel safe ____ (c) I don't feel safe ____ (d) I feel very unsafe

14) Please rate the following items in your neighborhood in the order of importance to you with 1 being “most important” and 10 being “least important”

- _____ (a) Condition of parks
- _____ (b) Condition of streets
- _____ (c) Condition of sidewalks
- _____ (d) Condition of street lighting
- _____ (e) Ability of the streets to drain after normal rainstorms
- _____ (f) Condition of street signs
- _____ (g) Condition of homes and yards
- _____ (h) Availability of parking
- _____ (i) Sense of safety in my neighborhood
- _____ (j) Other (please specify) _____

15) What do you like most about living in your neighborhood?

16) What do you like least about living in your neighborhood?

17) What, if any, issues do you feel need to be addressed in your neighborhood?

18) What, if any, improvements do you feel need to be made in your neighborhood?

PLEASE COMPLETE THIS SURVEY AND RETURN THESE SHEETS TO THE CITY OF NAPLES COMMUNITY REDEVELOPMENT AGENCY IN THE ENVELOPE PROVIDED !!!

PLEASE SEE THE IMPORTANT PUBLIC MEETING NOTICE ON THE BACK SIDE OF THIS SHEET !!

AS PART OF THE EFFORTS TO PREPARE NEIGHBORHOOD IMPROVEMENT PLANS FOR SEVERAL NEIGHBORHOODS WITHIN THE CRA DISTRICT, THE CITY OF NAPLES COMMUNITY REDEVELOPMENT AGENCY WILL BE HOSTING PUBLIC INPUT MEETINGS FOR THE RESIDENTS AND PROPERTY OWNERS OF THE NEIGHBORHOODS SURVEYED. THESE MEETINGS WILL BE HELD AT:

**THE RIVER PARK COMMUNITY CENTER
301 11th Street North, Naples
(at the corner of 11th Street North and 3rd Avenue North)**

MEETINGS WILL BE HELD AT THE FOLLOWING DATES/TIMES:

TUESDAY, MARCH 3, 2020 – 5:00 PM – 10th STREET DESIGN DISTRICT

TUESDAY, MARCH 3, 2020 – 7:00 PM – LAKE PARK RESIDENTIAL NEIGHBORHOOD

WEDNESDAY, MARCH 4, 2020 – 6:00 PM

RIVER PARK – EAST & RIVER PARK – WEST RESIDENTIAL NEIGHBORHOODS (Both residential neighborhoods will be in a combined meeting)

PLEASE MAKE EVERY EFFORT TO ATTEND THE MEETING FOR YOUR NEIGHBORHOOD SO YOUR VOICE IS HEARD !!!