

The background of the entire page is a faded, light-colored photograph. It shows a multi-story building with a light-colored facade and several windows. In the foreground, there are palm trees and some other tropical vegetation. The overall tone is bright and airy.

# CITY OF NAPLES COMMUNITY REDEVELOPMENT AGENCY

*FY 2008*  
*ANNUAL REPORT*

(OCTOBER 1, 2007 - SEPTEMBER 30, 2008)

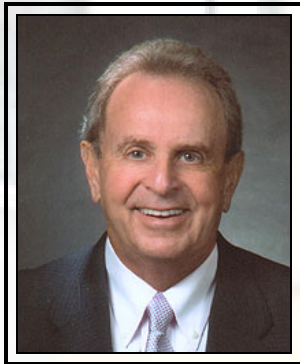
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## **Community Redevelopment Agency Board of Commissioners**

The CRA Board Members consist of seven commissioners who are the same individuals as those serving as the City Council. The terms of office of the commissioners are concurrent with the terms of the Mayor and the members of the City Council.

The Chairman and Vice-Chairman are designated by majority vote of the City Council.



**Mayor Bill Barnett**



**Penny Taylor**



**Teresa Heitmann**



**CRA Chairman Gary Price**

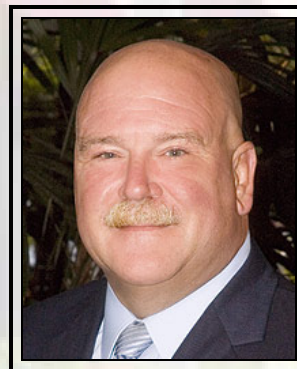
**John Sorey**



**Margaret "Dee" Sulick**



**Vice-Chairman  
Bill Willkomm III**



**2008**  
**Naples Community Redevelopment Agency Staff**

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**Mission:**

**The mission of the CRA is to implement the Community Redevelopment Plan as adopted by the Naples City Council pursuant to Chapter 163, Part III of the Florida Statutes, and to use tax increment financing (TIF) as source of funding for capital improvement projects identified in the plan and to ensure that development within the CRA district meets the quality standards consistent with the community's Vision for Naples.**

**City of Naples Department Directors**

Building Official	Paul Bollenback
Chief of Police & Emergency Services	Tom Weschler
Community Service Director	David M. Lykins
Construction Management Director	Ronald A. Wallace
Finance Director	Ann Marie S. Ricardi
Human Resource Director	Denise Perez
Planning Director	Robin Singer
Public Works Director	Bob Middleton
Technology Services Director	Stephen A. Weeks

**Other City of Naples Officials**

City Attorney	Robert D. Pritt
City Clerk	Tara Norman

735 8<sup>th</sup> Street South

Naples, FL 34102



**Community Redevelopment Agency  
Advisory Board  
(CRAAB)**

**Lou Vlasho – Chairman**

**Willie Anthony – Vice-Chairman**

**Carl Suarez**

**Jacques Groenteman**

**Wynn Phillips**

**Alexander Pezeshkan**

**Fred Hirschovits**

The purpose of the Naples Community Redevelopment Agency Board is to assist the Naples City Council in its role as the Community Redevelopment Agency by providing public input and technical advice, making recommendations including, but not limited to, land use, economic and cultural vitality and diversity, acquisition/condemnation/demolition of properties, funding alternatives, and manpower needs for the Community Redevelopment Agency.

Regular meetings are held at 9:00 a.m. on the fourth Monday of the month in the City Council Chambers unless otherwise designated in advance by the CRAAB Chairman.

## **Introduction**

### **Requirement for an Annual Report**

The Community Redevelopment Agency Board shall file with the City of Naples and with the Auditor General of the State of Florida, on or before March 31 of each year, a report of its activities for the proceeding fiscal year, which report shall include a complete financial statement setting forth the CRA's assets, liabilities, income and operating expenses as of the end of such fiscal year. At the time of filing this report, the CRA shall publish in a newspaper of general circulation in the City a notice to the effect that such report has been filed with the City and that the report is available for inspection during business hours in the office of the Clerk of the City.

### **CRA Purpose**

Florida State Statute 163 allows a community redevelopment agency to be created for one or more of the following purposes: the elimination and prevention of blight; or the reduction or prevention of crime; or for the provision of affordable housing; or the rehabilitation and revitalization of coastal resort and tourist areas that are deteriorating and economically distressed.

### **Background**

The Naples Community Redevelopment Agency (CRA) is governed by a board comprised of the members of the City Council. Under the enabling legislation for CRAs, the governing body of a local community can also serve as the [CRA Board](#). The CRA is assisted by input from the Community Redevelopment Agency Advisory Board whose members are primarily property and/or business owners from the district and appointed by City Council. The CRA was created in 1994 by resolutions 94-7098 and 94-7099. The boundaries of the CRA district were determined at that time and are shown on the [map of the CRA](#).

## **Tax Increment Financing (TIF)**

The primary revenue earned by the CRA is Ad Valorem Taxes from Tax Increment Financing. Tax Increment Financing, or TIF, is the amount of tax specifically due to increased property values within the District. The CRA receives TIF money from the City and the County, using the 1993 property tax value as a base.

The Redevelopment area, established in 1994, is shown below in relation to the Fifth Avenue Overlay and the D. Downtown district.

**Community Redevelopment Agency  
Capital Improvement Projects  
And Other Initiatives  
Status Report FY 2008  
October 1, 2007 – September 30, 2008**

<b>Capital Improvement Projects</b>	<b>Budget</b>	<b>Actual To Date As of 9.30.2008</b>	<b>Status</b>
<a href="#"><u>10th Street Improvements</u></a>	\$1,083,677	\$896,672	Roadway improvements on 10 <sup>th</sup> Street North between Central Avenue and 7 <sup>th</sup> Avenue North Active.
<a href="#"><u>12<sup>th</sup> Street N. Improvements</u></a>	\$250,000	\$29,546	Improved drainage to 12 <sup>th</sup> Street N. in front of new Fun Time Nursery. Active.
<a href="#"><u>New Parking Garage 8<sup>th</sup> Ave S &amp; 6<sup>th</sup> St S</u></a>	\$9,000,000	\$4,333,438	Design and construction of the 327 space garage at 8 <sup>th</sup> Street South and 6 <sup>th</sup> Avenue South in FY 2008. Active.
<a href="#"><u>Spring Lake Overlook</u></a>	\$150,000	\$24,925	Wood decking, railing and landscaping on the north end of the lake. Active.
<a href="#"><u>Pathway Improvement</u></a>	\$100,000		Sidewalk work began near Library 9.3.08. Active.
<a href="#"><u>Industrial Rider Scrubber</u></a>	\$35,000	\$41,670	Sidewalk scrubber. Complete
<b>Other Initiatives</b>			
<a href="#"><u>Lighting Design Plan</u></a>	\$130,930	\$106,258	JRL Design presented a lighting plan for Fifth Avenue South to the CRA on 9.17.08. The CRA approved the proposal. Active.
<a href="#"><u>Trolley &amp; Valet Service</u></a>		\$21,269	Trolley service began on January 17 <sup>th</sup> and ran for 10 weeks. Valet service ran 17 weekends parking 1332 cars. Complete.
Community Redevelopment <a href="#"><u>Plan Update 2008</u></a>	\$91,247	\$87,246	Iler Planning Group created the CRA Vision Plan Update 2008 submitted 9.08 to the CRA for review. Active.

### CRA Project Locations in the CRA District

**Naples Community Redevelopment District**  
FY 2008 Projects

**10<sup>th</sup> Street Improvements**

**Fifth Avenue S. Lighting Plan**

**12<sup>th</sup> Street N. Improvements**  
(Street grading and resurfacing)

**Spring Lake Overlook**

**327 Space Garage Commenced**

**327 Space Garage Commenced**

**LEGEND**

- CRA DISTRICT
- 5TH AVENUE OVERLAY DISTRICT
- DOWNTOWN DISTRICT
- OVERLAPPING DISTRICTS

**CITY OF NAPLES, FLORIDA**  
GIS PROJECT 05-219  
MARCH 2005  
SCALE: 1" = 600'

**North Arrow**

**LWS 2.12.09**

## **New Downtown Naples Garage**

In response to "Strengthen the economic health and vitality of the City" (Vision Goal #4), the CRA funded and coordinated the construction of the new garage located at 6<sup>th</sup> Avenue South and 8<sup>th</sup> Street South with the Construction Management Department. The project start date was delayed in honor of the Coopers Hawk family (a protected species) nesting at the site, but once the 2 fledglings left the nest groundbreaking began.



**Coopers Hawks Nesting on 8<sup>th</sup> Street South  
Delayed the New Garage Groundbreaking**



**By September 2008 the foundation work had been completed.  
(View from 8th Street South looking east)**



### **Kraft Construction Assembling Concrete Garage Structure 10.08**

The new garage, with 327 parking spaces, replaces a former City parking lot which had 119 parking spaces. The site is a half block south of 5<sup>th</sup> Avenue South.

In 1994 Andre Duany provided a master plan for 5<sup>th</sup> Avenue South which designated this parking lot as a potential garage site in order to stimulate the development of the area. This will be the second free public parking garage in the district.

The garage is expected to be completed in mid-March 2009. The final design includes extensive trellis work and landscaping as well as public artwork.

## 10<sup>th</sup> Street Improvements

The core visioning goal for the City of Naples is to “Preserve the Town’s distinctive character and culture” and in order to address goal #3 to “Maintain an extraordinary quality of life for residents” and to “maintain and improve public amenities” the CRA invested nearly a million dollars in roadway improvements in FY 2008 in the area of the 41-10 District, specifically on 10<sup>th</sup> Street North between Central Avenue and 7<sup>th</sup> Avenue North for the purpose of providing maintenance, and improvements of streets, alleys, sidewalks and related infrastructure.



**Decorative brickwork, landscaping and lighting  
10<sup>th</sup> Street**

In addition, coordinating bike racks, lighting fixtures, benches and trash receptacles were installed along with tropical trees and other landscaping. These enhance the ambiance in the commercial and residential neighborhoods adjacent to the district including the George Washington Carver housing complex.

## Spring Lake Overlook

The Spring Lake Overlook is located a half block south of 5<sup>th</sup> Avenue South between East and West Lake Drives. The wood deck and railing extend out over the water and offer a wonderful view overlooking Spring Lake and the newly installed fountain. There are also benches for lingering and admiring the new landscaping in this peaceful retreat very close to the business area. The Spring Lake Overlook addresses the Vision Goal to "Establish more open and green space in the City" helping to make "Naples the green jewel of southwest Florida".



**Spring Lake Overlook Deck and Railing**

The project can be easily accessed through the Merrihue pocket park on 5<sup>th</sup> Avenue South or from the alleyway, ½ block south of 5<sup>th</sup> Avenue South, between East and West Lake Drives.

The plans call for the addition of an expanse of trellis along the full length of the deck which will provide shade from the mid-day sun. The project is expected to be completed by the end of 2008.

## **Fifth Avenue South Lighting Design Plan**

The City Council and the CRA authorized JRL Design to provide landscape architectural design services for the Fifth Avenue South Lighting Design Plan. JRL Design, in coordination with the staff of the CRA, conducted field trips with members of the public to discuss the lighting issues and to explain their method of addressing them. The members of the lighting sub-committee contributed their perceptions of light levels in several locations including alleyways and side streets.

The resulting report identified the appropriate light levels and presented a choice of lighting fixtures for the Council to choose from, as well as a choice of implementation schemes over varying periods of time.

### **5th Avenue South Lighting: Fixture Details**



**Adjacent Street & Ave.  
Fixtures**

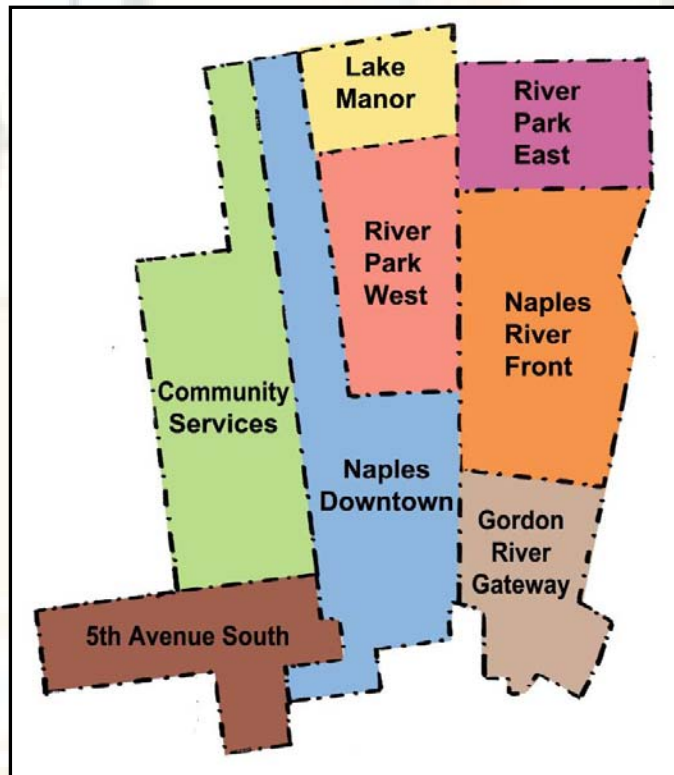
**5th Ave. Fixtures**

**Common Base**

Additionally, the JRL proposal will reduce the energy needs of street lighting on Fifth Avenue by 50 percent. The Council is considering implementing the installation on an expedited schedule.

## CRA Plan Update 2008

The original CRA Plan was developed in 1994. In order to re-evaluate the Plan in the context of multiple, subsequent and over-lapping other City plans, assessments, studies and reports the CRA contracted with the Iler Planning Group to develop the Naples CRA Plan Update 2008. The Plan Update proposes a strategic implementation plan composed of short-term, mid-term and long-term vision plan projects (see page 16).



### Redevelopment Sub-Areas

The most transformational project proposed would create a grand entrance for those entering into the City after crossing the Gordon River Bridge by creating an elegant new boulevard extending up to Central Avenue. The plans call for streamlining the Four Corners Area in the process and developing safer pedestrian passage across U.S. 41.

The resulting document was adopted by the City Council December 3<sup>rd</sup>, 2008:

### ***Vision Plan Projects Summary***

PROJECT	TIME FRAME	COST	POTENTIAL FUNDING SOURCES
<b><i>Short - term</i></b>			
• <b>Land Use Plan</b>	Adoption: 2 years	\$20,000 - \$30,000	Tax Increment, General Fund, Staff Time
• <b>Zoning Code Amendments</b>	Adoption: 1 year	\$10,000	Staff Time
• <b>Four Corners Intersection</b>	Planning: Six Months Implementation: 1 year	\$100,000 - \$200,000	Tax Increment, General Fund, FDOT
• <b>River Park Master Plan</b>	Planning: six –nine months Implementation: 1 – 5 years	N/A	Staff Time
<b><i>Mid - term</i></b>			
• <b>Special Features Plan:</b>			
• Gateways	Planning: 1 - 2 years Implementation: 2 – 3 years	\$500,000 - \$1,000,000	Tax Increment, General Fund, FDOT, Private Sector
• Cultural Plaza	Planning & Design: 1 year Construction: 2 - 5 years	\$1,000,000 - \$2,000,000	Tax Increment, General Fund, FDOT, Private Sector, Historic Preservation
<b><i>Long - term</i></b>			
• <b>U.S. 41 Boulevard (U.S. 41 Gordon River to Central Blvd.)</b>	Planning & Design: 1 year Construction: 5 - 7 years	\$5,000,000 - \$7,000,000	Tax Increment, General Fund, FDOT
• <b>Sixth Avenue Promenade</b>	Planning & Design: 1 year Construction: 2 - 5 years	\$500,000 - \$2,000,000	Tax Increment, General Fund
• <b>Waterfront Connection</b>	Planning & Design: 1 year Construction: 3 - 7 years	\$2,000,000 - \$4,000,000	Tax Increment, General Fund, FDOT, FDEP, Private Sector
• <b>Pedestrian Bridge</b>	Planning: 3 – 5 years Implementation: 7 – 10 years	\$2,000,000 - \$5,000,000	Tax Increment, General Fund, FDOT, Private Sector

The Council is in the process of taking the vision plan project proposals, which could total \$21 million, into consideration as it reviews the CRA 15-year Strategic Budget Plan.

## **12<sup>th</sup> Street North Improvements**

Funtime Nursery is moving from its current location to a new building on 12<sup>th</sup> Street North. The road leading to the new building from Central Avenue was prone to flooding and required improvements. The improvements including street grading and resurfacing are estimated to cost \$52,000 when completed. To date the project is well under way and anticipated to be completed in February 2009.

## **Trolley and Valet Service**

As result of Council's concern regarding the economic conditions on 5<sup>th</sup> Avenue South raised in the Assessment and Action Plan for 5<sup>th</sup> Avenue South presented in October 2007, the CRA and Council approved both a trial trolley route and valet service. The trolley service began on January 17<sup>th</sup> and ran for 10 weeks. The route was expanded from solely traversing 5<sup>th</sup> Avenue to eventually include Bay Front, Tin City and 3<sup>rd</sup> Street South. The expansion extended beyond the borders of the CRA and the City shared the costs for this portion of the route.

There were reported to be on average 200 trolley riders during each of the first 6 weekends and during the Easter weekend, after the route expansion, the ridership jumped to 600. Although the numbers dropped down to 400 the weekend following the holiday, the expanded route still doubled the earlier average number of riders, indicating the real potential is in connecting key downtown districts. The trolley program cost \$29,870 including \$8,600 for advertising. The City paid for \$6,357 for those portions of the route outside the CRA.

The valet program ran for 17 weekends beginning January 18<sup>th</sup> and running through May 3<sup>rd</sup>. The total number of cars parked was 1332 averaging 40 per night. The program helped to address parking concerns on 5<sup>th</sup> Avenue South by encouraging access to more remote private parking lots used by the valet vendors. The fee collected by the vendors was \$5 per car plus tip. The overall success of these trial programs led to proposals to re-implement them for the 2008-2009 season.

## **Pathways**

As a part of Vision Goal 3(c) to "Enhance the mobility in the City", areas of non-contiguous sidewalk had been previously identified and this year sidewalks were underway to be created to fill in some of these areas, notably, along Central Avenue near the library and along 6<sup>th</sup> Street South just north of 5<sup>th</sup> Avenue South.

## Recent Private Development in the CRA



555 5<sup>th</sup> Avenue S  
Retail & Residential



6<sup>th</sup> Avenue N & 8<sup>th</sup> Street  
Condominiums



6<sup>th</sup> Avenue N & 9<sup>th</sup> Street  
Commercial & Offices



6<sup>th</sup> Avenue N & 10<sup>th</sup> Street  
Condominiums



5<sup>th</sup> Avenue N & 10<sup>th</sup> Street  
Ballet Academy

## **CRA District Operational Expenses**

### **Protecting and Maintaining**

Part of the mandate for the CRA is to increase the security in its district. To this end, the CRA provided funding for 3 Community Police Officers who patrol on foot and on bicycles as well as in patrol cars. The budget for this was \$263,000.

The CRA also provided \$202,000 for 3 Community Services Maintenance personnel who made sure the CRA district always looked its best and functioned properly. To assist them the CRA purchased a Sidewalk Scrubber Rider Sweeper this year for \$41,670. Repairs and maintenance in the district are ongoing especially in the more heavily used commercial districts.

The CRA contracted nearly \$20,000 for the upgraded festive specialty lighting along Fifth Avenue South from 9<sup>th</sup> Street to 3<sup>rd</sup> Street South. The upgraded lights are expected to reduce the associated repair and maintenance costs.

Maintenance and repair projects in the CRA district, such as refurbishing an elevator in the public parking facility located at 4<sup>th</sup> Avenue South and 8<sup>th</sup> Street South (\$45,000), amounted to nearly \$100,000 this year.

## **Finance Report**

### **2007-2008 Financial Statements**

In 2008 there was uncertainty regarding the ability of CRAs in Florida to be able to use TIF funds for long term bonds or loans. This was brought about by a Florida Supreme Court ruling known as the Strand decision. As a result, the city secured a bank qualified loan of \$6.8 million at an interest rate of 4.04% for the construction of the new garage. The CRA contributed an additional \$1.7 million to meet the garage budget of \$8.6 million.

The loan proceeds are anticipated to be deposited in FY2009. Therefore, the following FY2008 Financial Statements (pages 20-21) do not reflect the \$6.8 million loan as revenue, while over \$4 million was disbursed in garage construction costs resulting in a negative year end fund balance of \$271,501.

Shrinking TIF revenues resulting from falling appraised values and a substantial debt repayment schedule for CRA construction projects over the past 10 years will result in more modest capital spending in the immediate future. The FY 2008-2009 projected fund balance of \$1.8 million includes proceeds from the \$6.8 million bank loan.

# Community Redevelopment FY 2008 Financial Statements

## CITY OF NAPLES, FLORIDA

Balance Sheet  
September 30, 2008

	Community Redevelopmen
<b>Assets:</b>	
Cash and investments	\$ 2,007,942
Receivables (net, where applicable, of allowance for uncollectible):	
Accounts	—
Special assessments	—
Utility taxes	—
Accrued interest receivables	15,755
Due from other funds	—
Advances due from other funds	—
Due from other governments	—
Inventories	—
Prepaid items	—
<b>Total assets</b>	<b>\$ 2,023,697</b>
<b>Liabilities:</b>	
Accounts payable	\$ 1,216,347
Accrued payroll	28,023
Due to other funds	—
Advances payable to other funds	1,050,828
Deferred revenue	—
Customer deposits	—
<b>Total liabilities</b>	<b>2,295,198</b>
<b>Fund balances:</b>	
<b>Reserved:</b>	
Encumbrances	4,206,127
Advances	—
Inventories	—
Prepaid items	—
Debt service	—
<b>Unreserved, designated:</b>	
Reported in general fund	—
Reported in special revenue funds	—
Reported in capital projects funds	—
<b>Unreserved, undesignated:</b>	
Reported in general fund	—
Reported in debt service fund	—
Reported in special revenue funds	—
Reported in capital projects funds	(4,477,628)
<b>Total fund balances</b>	<b>(271,501)</b>
<b>Total liabilities and fund balance</b>	<b>\$ 2,023,697</b>

# **CITY OF NAPLES, FLORIDA**

## **Statement of Revenues, Expenditures and Changes in Fund Balances Year ended September 30, 2008**

		<b>Community Redevelopment</b>
Revenues:		
Taxes	\$	784,208
Licenses, permits and fees		—
Intergovernmental		2,244,090
Charges for services		—
Charges to other funds		—
Fines and forfeitures		—
Impact fees		—
Interest		170,333
Donations		—
Miscellaneous		—
Total revenues		<u>3,198,631</u>
Expenditures:		
Current:		
General government		—
Public safety		—
Physical and economic environment		1,458,465
Transportation		—
Culture and recreation		—
Capital outlay:		
General government		—
Public safety		—
Physical and economic environment		5,434,500
Transportation		—
Culture and recreation		—
Debt service:		
Principal		—
Interest and fiscal charges		56,226
Total expenditures		<u>6,949,191</u>
Excess (deficiency) of revenues over expenditures		<u>(3,750,560)</u>
Other financing sources (uses):		
Transfers in		11,600
Transfers out		(409,436)
Proceeds from sale of capital assets		—
Total other financing sources (uses)		<u>(397,836)</u>
Change in fund balances		<u>(4,148,396)</u>
Fund balances – beginning of year		<u>3,876,895</u>
Fund balances – end of year	\$	<u>(271,501)</u>