

**THE DESIGN REVIEW BOARD**

Preliminary:  Final:  Pre-Application Meeting Date: April 13, 2023

Project Name: Wynn's Downtown

Architect/Petitioner: Bob Vayda, Architect

Firm: BECK Architectural Group LLC

Address: 804 Anchor Rode Dr, Naples Florida 34103

Phone: 239 963 5436 Email bob@beckarchitectural.com

Property Owner: Downtown Naples LLC

Address: 9220 Bonita Beach Rd, Bonita Springs, Florida 34134

Phone: 239 947 4848 Email: [jeffwynn@wynncompanies.com](mailto:jeffwynn@wynncompanies.com) Jeff Wynn

Address/Location of Subject Property: 1090 1<sup>st</sup> Ave. S. Naples, Florida 34102

Size of Parcel: 39,389 sq ft.

Legal Description: see attached. Exhibit A

Existing Zoning: D-Downtown

Total Number of New Dwelling Units: one (1) apartment; Note: Third floor also has 18 transient lodging units.

Total Square Footage of New Non-Residential Uses: 28,208 sq ft

Public Art:  Not Applicable  Placement On-site

Contribution to Fund (\$1/SQ FT): \_\_\_\_\_

## Petition Request and Summary of Facts:

A new mixed use building will be constructed directly west of the Gulfshore Playhouse on 1<sup>st</sup> Ave. S in Naples, Florida. This new mixed use building will be to the north of the new city parking garage being built in conjunction with the new Gulfshore Playhouse.

Through a land swap and legal agreement with the City of Naples, some of the required parking for the Wynn Redevelopment building will be provided in the new parking garage.

**Ground Floor:** The new building will be three floors – with the ground floor being commercial. It is anticipated that a restaurant will be constructed on the ground floor directly across from the Playhouse. The remainder of the ground floor is designated future commercial use.

A pedestrian via is planned from 1<sup>st</sup> Ave S through to the parking garage to the south on the ground floor.

**Second Floor:** will be office use, with approximately half of the available second floor space being leased by Gulfshore Playhouse. The remainder of the 2<sup>nd</sup> floor will be future office space.

**Third Floor:** will be transient lodging units to be used by the playhouse for out of town actors. There will also be one residential apartment for the Wynn family.

In signing below I acknowledge and attest that I am the owner of the property described above and/or the duly appointed representative of the owner(s) of the property described above; that I understand the nature and ramifications of this petition relative to the property; that I hereby authorize the petitioner and their agent to represent the property during any deliberations regarding this petition; that I allow access to the property by City staff and City elected and appointed officials for the purpose of inspecting the premises relative to this petition; that all information contained in this petition and associated materials is correct; that any incorrect information may render the final decision and recommendations on this petition void; and that I have read Section X Public Hearing Deliberation of the Design Review Board Rules and Regulations adopted by City Council under Resolution 2003-10165.

Jeffrey D Wynn  
Printed Name of Property Owner


  
\_\_\_\_\_  
Signature of Property Owner

12/04/2023  
Date

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In signing below I acknowledge that I am the authorized petitioner for this petition and I attest to the accuracy of all information contained in this petition and associated materials; that I understand that any incorrect information may render the final decision and recommendations on this petition void; and that I have read Section X Public Hearing Deliberation of the Design Review Board Rules and Regulations adopted by City Council under Resolution 2003-10165.

Jeffrey D Wynn  
Printed Name of Petitioner

  
\_\_\_\_\_  
Signature of Petitioner

12/04/2023  
Date

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In signing below I acknowledge that I am the authorized petitioner's agent for this petition and I attest to the accuracy of all information contained in this petition and associated materials; that I understand that any incorrect information may render the final decision and recommendations on this petition void; and that I have read Section X Public Hearing Deliberation of the Design Review Board Rules and Regulations adopted by City Council under Resolution 2003-10165.

Robert A. Vayda  
Printed Name of Petitioner's Agent

  
\_\_\_\_\_  
Signature of Petitioner 's Agent

12/04/2023  
Date

## Standards and Criteria

Section 50-241 of the Land Development Code provides that the following standards and criteria shall be considered by the Design Review Board and by Administrative Staff when reviewing petitions for Design Review pursuant to Chapter 2, Article V, Division 4 of this Code. Please explain how the project will meet the guidelines, standards and criteria by addressing the following:

1. The overall plan for the project, including the site plan, design, landscaping, lighting and signage, contributes to the image of the City as a visually attractive community.

*The design concept for the new Wynn building is to further encourage the community use of the Gulfshore Playhouse and the parking garage. We have included a vibrant via through the Wynn building for the public to use in conjunction with the new Gulfshore Playhouse and the new city parking garage.*

The proposed building or structure is of a quality and appearance that:

- a. Is consistent and compatible with the surrounding neighborhood structures; and
- b. Does not cause the local neighborhood or environment to depreciate materially in appearance or value.

*The project is in keeping with adjacent development and yet held to meet all zoning guidelines. The scale and design elements of the building encourages pedestrian use.*

2. The project's scale, and the size, color and proportion of building elements, components, and materials are appropriate and harmonious with surrounding neighborhood structures.

*The building design complements the large Gulf shore Playhouse to the east, and provides a transition to the surrounding buildings in scale and massing. The Wynn Redevelopment also responds to the necessary pedestrian scale to create an inviting building*

3. Appropriate building materials are being used. The use or employ of any of the following is generally considered inappropriate and will not be permitted unless appropriately integrated into a project meeting all other criteria, including aesthetic criteria, of this article:
  - a. Corrugated metal siding;
  - b. Fiberglass shingle roofing;
  - c. Prefabricated metal buildings or their components;
  - d. Primary colors or black;
  - e. False windows or doors;
  - f. Unmodified formula and trademark buildings and structures; and
  - g. Buildings and structures that are visually intrusive and inconsistent with the character of the neighborhood or of the community.

*The building is utilizing design elements and materials that are consistent throughout the D downtown zoning district. Stucco, alucabond and glass being the key components.*

4. The scale of ground floor elements of the project are consistent with pedestrian scale, where appropriate, depending on its location.

*Through the development of the pedestrian walks in the front and sides of the building, along with the via, we have responded to the desired pedestrian scale that is necessary for a successful project.*

5. The project's location and design adequately protects or enhances unique site characteristics such as those related to scenic views, natural vistas, waterways or similar features.

*The building's placement on the site takes advantage of the existing grade to create an elegant formality at the corner through landscaping and stairs, while also being inviting for pedestrians to enjoy the human scale of the via space as they exit and enter the parking garage.*

6. The project appropriately integrates landscape elements into the site plan and building design. Plantings shall be of a size to give the appearance that the project is settled into a mature landscape. Pedestrian areas on or at the edges of the project site shall be sheltered by shade trees.

*The landscape elements and outdoor seating are designed to encourage the public to engage in and around the building. Custom lighting, along with benches built around trees, small balconies above the via on each side, a small performance platform for local artists to perform as people enjoy the via – will all encourage public interaction and enjoyment of the space.*

7. The project is climatically responsive.

*All elements used during construction will be efficient*

8. Primary entrances to all buildings provide direct and convenient access from main streets and on-site parking areas.

*Primary entrances have been developed on all sides of the building for utilization from the streets and from the rear where the new parking garage will be located.*

9. Signage and other building appurtenances are integral components of the building, appropriately scaled, and consistent in character with the building's overall design.

*The sign bands located on the building are consistent with the D Downtown requirements.*

10. The project incorporates defensible space concepts of Crime Prevention Through Environmental Design (CPTED).

*The new building will have open public spaces that are well lit through custom and environmentally sound lighting design*

11. The proposed development is in conformity with the effective guidelines and standards adopted pursuant to this article and all other applicable ordinances.

This new project meets all design guidelines and zoning ordinances while providing a quality building that the public can enjoy while taking advantage of the surrounding buildings and events.

Section 58-1134(e)(13) of the Land Development Code provides the following criteria that shall be considered when the Design Review Board and by Administrative Staff when reviewing petitions considers requests for Outdoor Dining. Please explain how the project will meet the standards and criteria by addressing the following:

1. Outside dining tables and chairs shall be primarily metal, cast concrete, wood or suitable composite material. Plastic chairs are prohibited but plastic tables may be permitted if covered with linens. Outside dining tables located in the right-of-way shall be temporary and portable. Outdoor dining in this district shall require the approval of the Design Review Board. Outdoor dining shall be consistent with Section 56-126.

The various outdoor dining areas will meet all city requirements in terms of tables/chairs material and necessary city approvals.