



THE DESIGN REVIEW BOARD

Preliminary: X Final: Pre-Application Meeting Date: _____

Project Name: Serena & Lily

Architect/Petitioner: Shawn Vance

Firm: Epoch Design Group

Address: 7750 Maryland Avenue Unit 50375, St. Louis, MO 63105

Phone: 314.359.0469

Email: vance@edgstl.com

Property Owner: NECO 393 Broad Avenue South, LLC

Address: 375 5th Avenue South, Suite 201

Phone: (239)799-4498 Email: Derek@MManage.com

Address/Location of Subject Property: 393 Broad Avenue S, Naples, FL 34102

Size of Parcel: 9990 sq. ft.

Legal Description: Lots 23 & 24, Block 9, Tier 4

Existing Zoning: C1

Total Number of New Dwelling Units: N/A

Total Square Footage of New Non-Residential Uses: N/A

Public Art: X Not Applicable Placement On-site

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

Petition Request and Summary of Facts:

Serena and Lily, a retail tenant, will occupy the space located at 393 Broad Avenue South in Naples Florida. This space is located within an existing building with other retail tenants. The building is an existing single story structure, which will remain. No major exterior construction will be performed on the exterior of the building. Existing elements of the exterior will remain, such as shutters, windows, and landscaping. Serena and Lily would like to enhance the building by providing new exterior doors, handrails, and awning upholstery, and is proposing minor modifications to the exterior patio space located at the back of the building for accessibility and egress compliance.

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 existing building will receive a refresh to enhance the existing building. Existing shutters and sconces will remain. Patio is being reworked for accessibility. New wood screen at edge of patio, between buildings, new signage, and sign lighting will be added. Exterior doors and handrails at front entry stair to be replaced. Existing canopy at main entry to be removed, and all awnings will be reupholstered. The parking lot will be resealed and existing landscaping to remain.

2. 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.

This space is part of an existing strip of stores that is compatible with the surrounding neighborhood and structures, no major changes to the building will occur. All changes made to the exterior and interior will add to the aesthetic and value of the local neighborhood and environment.

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

This space is part of an existing strip of stores. The buildings size, color and building elements will remain the same. Existing elements such as landscaping, shutters, and sconces will remain.

4. 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.

All existing building materials are to remain. The only new materials being added are at the small patio screen between the two buildings, which is appropriately detailed to meet these requirements.

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

The building is an existing one story building. No major building elements will change.

6. 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 existing building is a street location at the corner of Broad Avenue and 4th Street. Everything related to the site will remain intact and will protect or enhance any existing site characteristics.

7. 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.

All existing landscaping is mature and will remain. All existing trees along the street will remain.

8. The design of the building is appropriate to its function.

Serena and Lily is a retail tenant that will occupy this space, located in an existing strip of stores. The exterior design of the building will remain the same.

9. The project is climatically responsive.

The existing building will remain and is climatically responsive.

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

The three primary entrances into the space are directly next to parking. A parking lot dedicated to this space is located at the back of the building. Street parking is located directly in front of the building next to the two main entry points as well.

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

One main entry sign will be located on the building itself and will be lit using exterior lighting. Signage will be sized appropriately for the building. There will also be one exterior monument sign in front of the building that will be appropriately scaled and illuminated utilizing landscape lighting.

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

The building is existing and any existing crime prevention in place will remain the same.

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

The development is an existing building which should be in conformity with effective guidelines and standards.

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.

No outdoor dining tables or chairs will be used. Any furniture will be located in the back patio area, and will be for retail purposes only.