

# Eight Steps to Strengthen Naples Park

A Blueprint for Preserving and Revitalizing the Community

<b>URBAN DESIGN CONCEPTS</b>	Pg. 6.2
<b>PHYSICAL CONSTRUCTION</b>	Pg. 6.3
IDEA #1: Great Streets: 6th, 7th, 8th, & 111th	Pg. 6.3
IDEA #2: A New Address : 8½ Street	Pg. 6.7
IDEA #3: Great Avenues: Drainage + Walkability	Pg. 6.12
IDEA #4: Community Squares	Pg. 6.18
<b>POLICY REFORMS</b>	
IDEA #5: Revitalize Business 41	Pg. 6.23
IDEA #6: Code Enforcement / Education Step-Up	Pg. 6.25
IDEA #7: New Standards	Pg. 6.28
IDEA #8: Promoting Affordability / Diversity	Pg. 6.33
<b>THE ILLUSTRATIVE MASTER PLAN</b>	Pg. 6.35
Street Improvements	Pg. 6.37
8½ Street	Pg. 6.38
Community Squares	Pg. 6.39

DRAFT- MARCH 2003

## URBAN DESIGN CONCEPTS

Through the community workshop process, the consultant team listened to the many views of residents and property owners in Naples Park. Over the seven day period, several common themes emerged, such as the necessity for traffic calming and beautification, the need to improve drainage within the neighborhood, and the need to enhance code enforcement. The planning team used these common themes to develop a menu of improvements that could be implemented within the neighborhood. These improvements were presented to the community during the Work in Progress presentation in the form of a survey called the "Citizen Planner Pack." The survey offered citizens the opportunity to give their input on the ideas presented, and to further comment on each concept. The planning team used this information to integrate and evolve the individual concepts into an overall master plan for Naples Park.

This chapter discusses the nine ideas presented in the Citizen Planner Pack, revealing how the community reacted to each idea. The concluding sections of this chapter describe how these concepts were integrated into a master plan for the neighborhood. Following the master plan, recommendations are described to offer various mechanisms for implementing these ideas.

### AN URBAN DESIGN PRIMER

**Walkable Size** — Most people will walk a distance of approximately ¼ mile (1320 feet) before turning back or opting to drive or bicycle instead of walking. This dimension is constant in the way people have created settlements for centuries. When considering the redevelopment of an established neighborhood such as Naples Park, the placement of new public gathering spaces - such as parks or neighborhood stores - within walking distance to as many residences as possible is critical to creating a walkable, livable neighborhood.

**Mix of Land Uses and Building Types** — Neighborhoods traditionally have a mix of uses and types of buildings. A variety of uses within the neighborhood creates the ability to live, work, shop and have daily needs and services within walking distance. A variety of building types allows for diverse lifestyle options and incomes to live in the same neighborhood. For example, in a shopfront building, the business owner can live above his or her shop, or rent the upper floors as offices or apartments. Nearby, rowhouses and cottages can be intermingled with larger detached homes.



**Integrated Network of Walkable Streets** — Neighborhoods have a network of streets designed so that pedestrians, bicyclists, and motorists can move safely and comfortably through the neighborhood. To make streets feel safe, buildings must be oriented to the street. This orientation requires that front doors and windows face the street (not simply garage doors), creating natural surveillance for pedestrian activity by the building occupants.

*“It is not surprising that, given their multiple roles in urban life, streets require and use vast amounts of land. In the United States, from 25 to 35 percent of a city’s developed land is likely to be in public right-of-way, mostly streets. If we can develop and design streets so that they are wonderful, fulfilling places to be, community building places, attractive public places for all people of cities and neighborhoods, then we will have successfully designed about 1/3 of the city directly and will have an immense impact on the rest.”*

– Allan Jacobs, *Great Streets*

## STRATEGIES FOR DESIGNING GREAT STREETS

**Great Streets** are the backbone of urban design. Great streets are environments that, more than any other, define a community's sense of self. Safe, comfortable streets are *shaped, shaded, naturally surveilled, traffic-calmed, connected, and interesting.*

**Design for pedestrians first** — The configurations of great streets consistently provide a high-caliber experience for pedestrians as a baseline obligation, and go on from there to accommodate all the other required modes of travel.

**Scale Matters** — A street should function as a three-dimensional outdoor room, surrounding its occupants in a space that is welcoming and useable, especially for pedestrians.

**Design the street as a unified whole** — An essential distinction of great streets is that the whole outdoor room is designed as an ensemble, including utilitarian auto elements (travel lanes, parking, curbs), public components (such as the trees, sidewalks, and lighting) and private elements (buildings, landscape, and garden walls). As tempting as it may be to separate these issues, all the public and private elements must be coordinated to good effect.

**Include sidewalks almost everywhere** — Without sidewalks, pedestrian activity is virtually impossible. The design matters, too. One of the simplest ways to enhance the pedestrian environment is to locate the sidewalk at least 5 or 6 feet away from the edge of pavement, with the street trees planted in between. Pedestrians will be more willing to utilize sidewalks if they are located a safe distance away from moving automobile traffic.

**Shade!** — Motorists, pedestrians, and cyclists all prefer shady streets. No higher priority exists in the pursuit of community character. Street trees should be placed between automobile traffic and pedestrians, for an added layer of psychological security for the pedestrian.

**Plant the street trees in an orderly manner** — Great streets are not the place to experiment with random, romantic, or naturalistic landscaping. Street trees should be planted in aligned rows, with regular spacing, using consistent species. This will not appear rigid or mechanistic, for trees do not grow identically; rather, the power of formal tree placement is that it at once shapes the space, reflects conscious design, and celebrates the intricacy and diversity within the species. More importantly, the shade produced by the trees will be continuous enough to make walking viable, and the spatial impression of aligned trees also has a traffic calming effect.

**Use smart lighting** — Streets should be well lit at night both for automobile safety and pedestrian safety. Pedestrians will avoid streets where they feel unsafe. Short fixtures installed frequently are appropriate, and can provide light under the tree canopy as street trees mature.

-Excerpted from "Toward Better Places -  
The Community Character Plan for Collier County, Florida"-

## PHYSICAL CONSTRUCTION, PUBLIC AND PRIVATE

The concepts that developed during the community planning workshops can be divided into three categories:

- proposed physical changes (projects that change the built environment);
- proposed policy reforms (changes in guidelines that affect the physical environment); and
- proposed funding alternatives (methods for paying for the improvements).

The following section describes the proposed physical construction projects that would change the look and functionality of Naples Park.

### IDEA #1:

#### **Great Streets: 6th, 7th, 8th, 91st, & 111th**

The north-south travelways of 6th, 7th, and 8th Streets and the east-west corridors of 91st and 111th Avenues in Naples Park bind the community together. Proposed improvements, such as the addition of pedestrian-friendly lights and sidewalks, street trees, and traffic calming devices, would bring benefit to all residents of the neighborhood. The following pages describe improvements that are recommended for these vital corridors.

**DRAFT- MARCH 2003**

7th Street looking north, existing conditions, 2002.



7th Street, initial steps: The existing drainage swales are replaced by underground pipes and shallower swales.

### *6th Street : Pedestrian Realm Redefined*

Currently, a pedestrian walking along 6th Street would find an intermittent sidewalk, directly adjacent to the western edge of the road. A new drainage configuration would allow for sidewalks, street trees, and pedestrian-scaled street lights to occur within the existing right-of-way on both sides of the street. The new configuration would greatly enhance the pedestrian situation, and 6th Street could become a great amenity for the neighborhoods.

### *7th Street : The "Green Backbone" of Naples Park*

7th Street, the central north-south corridor through the neighborhood, is anticipated to become the "Green Backbone" of Naples Park. The first neighborhood park is located along its stretch, at the intersection of 7th Street and 104th Avenue. High priority should be given to enlarging this park and finding other suitable park locations along 7th Street, creating more community gathering spaces along this central corridor. Currently, the wide right-of-way permits for a sidewalk/ bike path along the west side of the

road, which is heavily used both by residents and school children who attend Naples Park Elementary School, directly to the north. This situation could be enhanced; by reconfiguring the drainage design, sidewalks, street trees, and pedestrian-scaled lights could be added within the existing right-of-way on both sides of the street. The implementation of a roundabout at the center of the neighborhood (the intersection of 7th Street and 99th Avenue) would help to calm traffic and establish 7th Street as the signature street of Naples Park.

### *8th Street : Traffic Calming*

As 8th Street is the north-south corridor closest to US 41, it has become the busiest of the three north-south connectors, receiving the most cut-through traffic. This street is designated as having the highest priority for traffic calming devices, to reclaim the street for both pedestrian and vehicular uses. The Community Plan for Naples Park proposes three roundabouts, one each at 8th Street's intersections with 95th, 99th, and 103rd Avenues. These traffic calming devices, teamed with other improvements such as



7th Street, evolving: Street trees are planted within the shallow swale areas. Sidewalks are present along both sides of the street.



7th Street, transformed: A mature tree canopy grows over time.

sidewalks, street trees, and street lights, would give this corridor a pedestrian-friendly character.

*91st and 111th Avenues : Community Assets*

91st Avenue, located at the southern edge of Naples Park, provides important vehicular, pedestrian, and bicyclist connections for all neighborhood residents. As discussed in Chapter 3, these connections could be enhanced by adding a new vehicular connection to the Pavilion Shops, a popular destination located to the south.

111th Avenue, the east-west roadway at the northern edge of the neighborhood, provides connections to the beach and elementary school that bring benefit to all residents of Naples Park. There have been previous plans to widen this road to four lanes; this would seriously detract from the walkability of this important connector, and is not recommended. Improvements that would enhance the character of these two east-west corridors, including turning lanes, crosswalks, sidewalks, street trees, and lighting, should be the responsibility of the entire community.

*77.9% of survey respondents replied 'yes' when asked if transforming 6th, 7th, & 8th Streets into "Great Streets" was a workable idea, worth pursuing. 11.5% replied 'probably.'*

**“Citizen Planners” in their own words:**

- "Yes, it benefits the whole neighborhood."*
- "More integrated feel throughout the Park"*
- "Pragmatically, these will recover their costs to homeowners in increased property values which will never occur otherwise"*
- "Trees are a relatively easy and inexpensive way to improve things"*
- "Would greatly improve the neighborhood — worth the cost over time"*

— Responses to the “Citizen Planner Pack,” November 2002 —

**DRAFT- MARCH 2003****GREAT STREETS****SETTING THE COURSE**

Naples Park has three north-south streets (6th, 7th, and 8th) and two east-west avenues (91st and 111th) that serve as major traffic, bicyclist, and pedestrian corridors for the entire community and beyond. The improvement of these streets could be a clear demonstration of how two-lane streets can serve important traffic purposes while still being neighborhood amenities. Although each of these streets has seen significant improvements through the years, they have not been designed to fully balance their diverse purposes, which would be furthered by the following steps:

- 6th Street should be improved with street trees, sidewalks, and street lights.
- 7th Street should receive the highest level of pedestrian improvements because it is the major connector between the neighborhoods and the elementary school north of 111th Avenue. 7th Street should become the "Green Backbone" of Naples Park, centered on the first neighborhood park to be built at 104th Avenue, with streets trees and lighting added to its entire length. A roundabout at 99th Avenue would mark the center of Naples Park and would calm traffic through that busy intersection.
- 8th Street carries more traffic than the other streets due to its proximity to US 41. There is an immediate need for traffic calming, which can be accomplished with roundabouts at 103rd, 99th, and 95th Avenues. Street trees, improved sidewalks, and street lights should also be added.
- 91st Avenue currently accommodates a high volume of vehicular, pedestrian, and bicycle activity; the addition of street trees, sidewalks, and street lights is recommended to enhance this corridor. In addition, an important transportation connection needs to be made between 91st Avenue and the Pavilion shopping center to the south. As this new street segment would add much needed transportation and connectivity benefits to the entire community, it's construction should be the responsibility of Collier County. This connection would supplement the existing path that runs between the shopping plaza at the corner of 91st and US 41 and the Pavilion Club condominiums. This connection would use either a narrow two-lane cross

section or would be a one-lane north-only drive running north from the shopping center. Right-of-way would have to be acquired from the rear of the commercial parcel on 91st Avenue, and several guest parking spaces would have to be relocated within the Pavilion Club.

- 111th Avenue serves Naples Park and the beach communities alike. Seasonal traffic congestion caused by beach users will be a fact of life on 111th Avenue just as it is on all other routes to the beaches. Four-laning of this road might provide some relief in season but is not necessary and would work against the community character concepts set forth in this plan. The road should be kept two lanes; improvements to 111th Avenue should be limited to turning lanes, crosswalks, street trees, sidewalks, and street lights.

**GETTING THERE**

A. Improvements to these five streets benefit the entire community; accordingly, the costs of improvements should be shared among all residents and Collier County. Adjoining landowners already bear the burden of high volumes of through traffic, and should not be expected to shoulder the costs of improvements alone. Collier County has a great stake in showing all of its citizens that physical improvements to such streets can offset the burden of the traffic and that such streets can remain as desirable residential addresses. By using these streets as demonstrations of livable connector roads, Collier County can showcase them when proposing similar roads in other parts of the county where such roads can help relieve congestion on the County's arterial network.

B. Collier County can fund a portion of these improvements through its existing transportation budget. In addition, the traffic calming improvements proposed in this plan can be funded by the Neighborhood Traffic Management Program; sidewalk and bicycle improvements can be funded by enhancement funds through the MPO; and acquisition of a second neighborhood park can be funded by the Neighborhood Parks Assistance Program. The existing Naples Park MSTBU could be expanded allow the community to cover the remaining costs of improvements to these corridors.



Aerial Perspective viewing US 41 and 8½ Street.

### “Citizen Planners” in their own words:

*"Creative idea to change the look of Naples Park — provides diversity of building styles and affordability"*

*"It would be an excellent transition zone, with townhouses to buffer residential houses"*

*"Ambitious, long-term"*

*"This is fine as long as the rezoning is done only in that street area — we already have a base of retail business"*

*"But not rentals — owner-occupied condos/ townhomes"*

— Responses to the “Citizen Planner Pack,” November 2002 —

### IDEA #2: A New Address in Naples Park: "8½ Street"

The commercial area along US 41 has several circulation concerns that were addressed during the community planning workshops. Residents of Naples Park must venture onto the busy highway to reach most destinations. Customers from other neighborhoods and delivery trucks add traffic to 8th Street as they circulate through Naples Park to reach their destinations.

The addition of a new street between 8th Street and US 41 would allow motorists to return to US 41 without encroaching heavily on the neighborhood, and simultaneously allow Naples Park residents to reach

businesses without traveling on the highway. This street would be pedestrian friendly, with on-street parking, and be faced with mixed-use or townhouse development. 8½ Street would be the organizing feature around which a range of improvements along the eastern edge of Naples Park could occur. Adjacent lots would be reoriented to face the new street, with a rear alley to accommodate resident parking. Mixed-use buildings along the western side of the road would share parking with redeveloping businesses on US 41, in mid-block parking areas located behind the buildings. A side access lane could be incorporated within the front parking areas of businesses along US 41, to further improve circulation. The new system of roads, alleys, lots, and buildings would act as a transition area between US 41 and the single-family residential core of Naples Park. It would be created on a block-by-block basis, if and when private investors assemble sufficient land to use the special zoning provision enabling the street. Each new segment that is implemented would add benefit to the community.

**DRAFT- MARCH 2003**

Perspective view looking north on 8½ Street

---

*36.9% of survey respondents replied 'yes' when asked if the addition of 8½ Street was a workable idea, worth pursuing. Another 23% replied 'probably.'*

---

## 8 ½ STREET

### SETTING THE COURSE

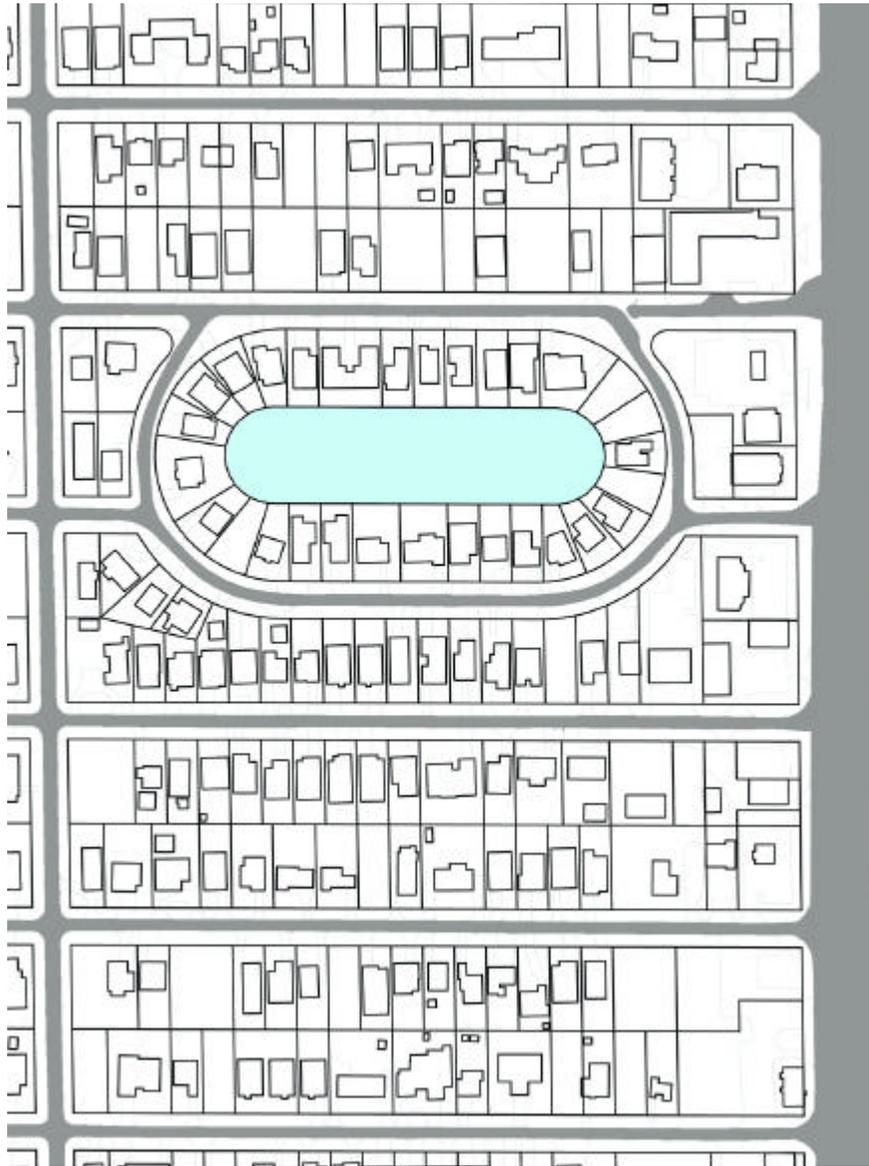
Recent road improvements to US 41 have altered traffic circulation in Naples Park. Residents and visitors alike are now forced to make U-turns on US 41 or to wind their way through the streets of Naples Park to reach many destinations. Florida DOT is unlikely to make any further changes to US 41, but Collier County could dramatically improve traffic circulation by allowing the private sector to create a new north-south business access street just behind the businesses along US 41. This new street would also provide a new kind of address in Naples Park, where live/work combinations, mixed dwelling types, and pedestrian-oriented commerce would be welcome as a transition between the motorist-oriented business activity facing US 41 and the sensitive single-family residential areas to the west. Because Naples Park residents are adamant that the governmental power of eminent domain not be used in their community, an incentive-based voluntary approach is proposed in this plan that could, over time and block by block, create 8½ Street.

### GETTING THERE

A. To enable this incentive-based approach, Collier County would first amend its growth management plan's "Density Rating System" to permit the incentive. The language authorizing the "Residential Infill" bonus would be amended so that it could be used as an incentive for a private party to construct a block of 8½ Street. (At present, this bonus is not available to implement any plans created after 1989.)

B. The second step would be to amend the land development code to provide the detailed criteria to assess proposals to use this incentive. These criteria would include:

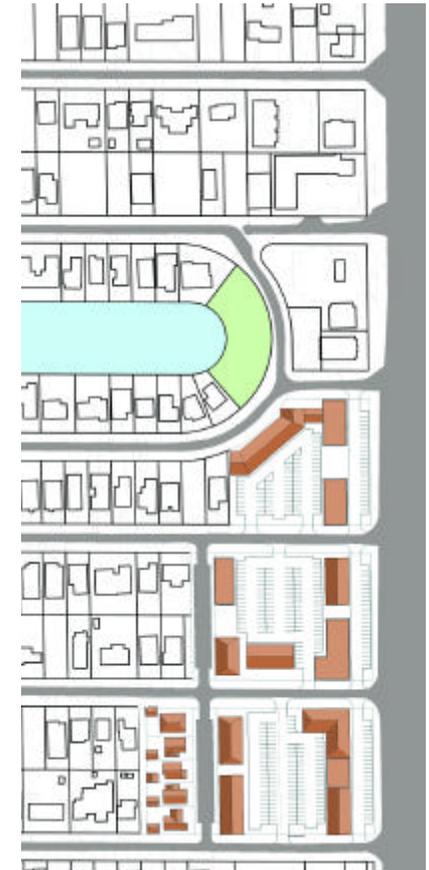
- (1) Evidence that the private party had acquired or obtained options to purchase the required parcels from willing sellers.
- (2) A binding commitment to build at least one full block of 8½ Street to the dimensional standards in the land development code and to the construction standards for comparable public roads, and then to donate this street to Collier County upon its completion.
- (3) A site plan that would place 8½ Street within a specified distance of US 41 and would construct single-family detached or attached housing or live/work units on the west side of 8½ Street to serve as a permanent buffer against commercial uses.
- (4) The site plan may allow mixed dwelling types and pedestrian-oriented commerce on the east side of 8½ Street.
- (5) The total number of dwelling units would be limited by the "Residential Infill" bonus and all other criteria in the land development code.

**DRAFT- MARCH 2003**

Existing conditions, northeast Naples Park, 2002.



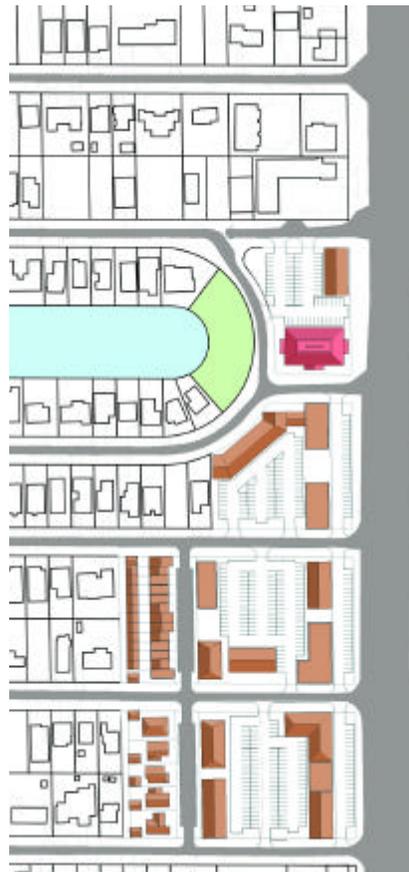
Businesses along US 41 are redeveloped. Drive aisles in the parking lots along the new building frontages are aligned to form a side access lane to accommodate local traffic.



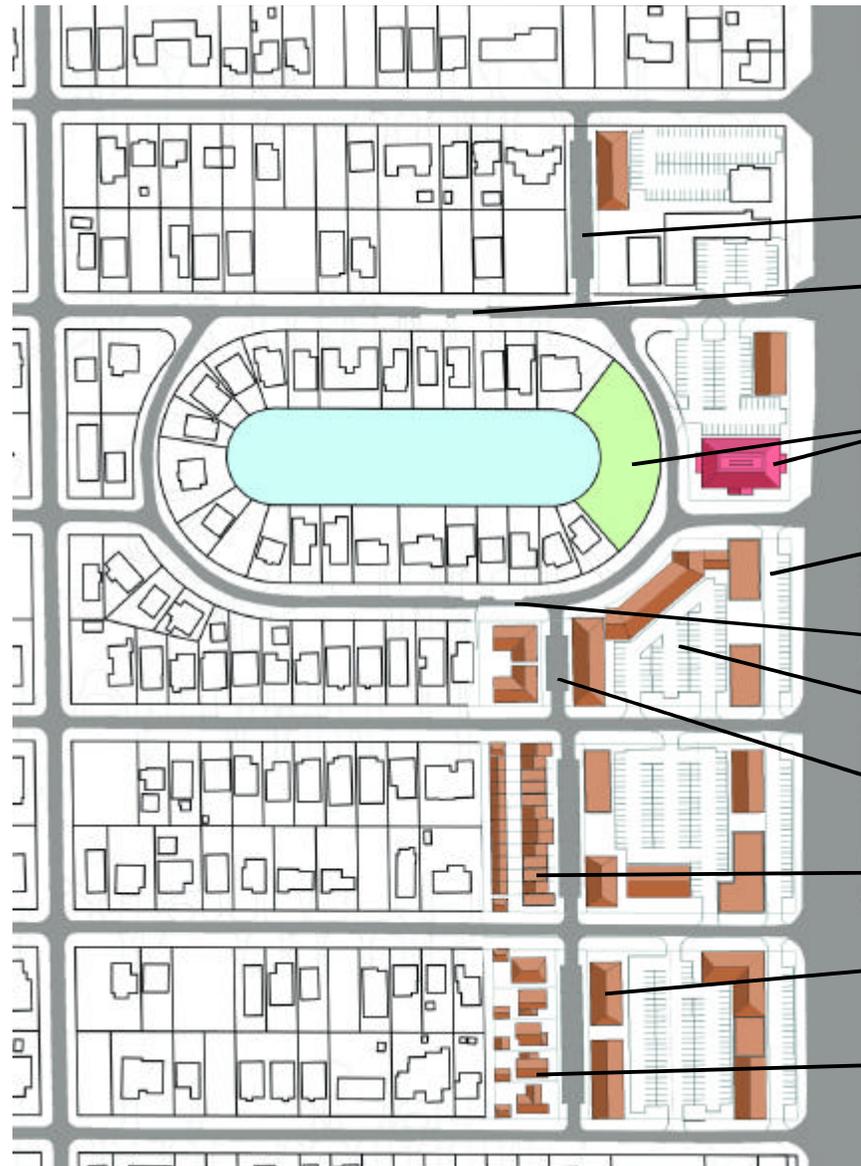
The first two segments of 8½ Street are constructed. The street is a live/work zone; new buildings may contain residences, shops, or a mixture of both. Along the east side, buildings share parking with the businesses located on US 41. If market conditions allow, a new neighborhood park is formed to the north.

**8½ Street — Change Over Time...**

8½ Street, will not instantly become a reality; instead, it will evolve over many years, as the market allows. The following five images display a hypothetical scenario for how this change over time might occur.



Over time, a new community gathering space could be built to address the park, providing a defined entrance to Naples Park. Attached residential units complete another segment of 8½ Street to the south.



8½ Street

Neck down traffic calming measures are installed - the narrowing of the roadway slows traffic by allowing only one car to pass through at a time

Potential neighborhood park and community gathering space

A side access lane is established along the front of new commercial development

Neck down traffic calming measure

Parking is located mid-block

8½ Street

New rowhouses built to face 8½ Street

New mixed-use buildings are constructed along the west side of 8½ Street

New housing structures that face 8½ Street can be attached or detached

The process continues, as another segment of 8½ Street is built to the north. Mixed-use development continues to fill in and complete the new street.

**DRAFT- MARCH 2003**

The existing open drainage swale in Naples Park.



McGregor Boulevard, Fort Myers, FL. An example of an open drainage swale that has been replaced with a pipe and shallow swale. The layout of the swale, street tree line, and sidewalk is similar to what has been proposed for the avenues of Naples Park.

**IDEA #3:****Great Avenues: Drainage + Walkability**

Naples Park residents have been concerned about drainage issues in their neighborhood for many years. The consultant team of planners and engineers worked with County staff during the week of the community workshops to devise several options which would each improve the drainage situation and simultaneously allow for avenue walkability improvement options that are not currently possible. Presumably, residents could choose which option would be applied to their block. The following pages display the options that were presented to the community at the close of the workshops. *Cost summaries for each option are included in Chapter 7, pages 7.16 and 7.17.*

*Pedestrian-Scaled Lighting*

Another concern of residents that was discussed during the week of the community planning workshops was lighting along the neighborhood streets. Currently, there is insufficient light provided at night from large overhead lights within the neighborhood. The street design options could also incorporate the addition of pedestrian-scaled lights, which would improve the look of the streetscape and bring safety for pedestrians walking at night. Residents were asked if they would want this improvement on their avenue, regardless of the street design option they chose.

**“Citizen Planners” in their own words:*****Street design options...***

*"Option 1 is best for beautification, safety with sidewalks"*

*"Willing to relinquish part of front yard for improvement"*

*"This is the most vital issue"*

*"No street parking!"*

***Need for pedestrian-scaled lights...***

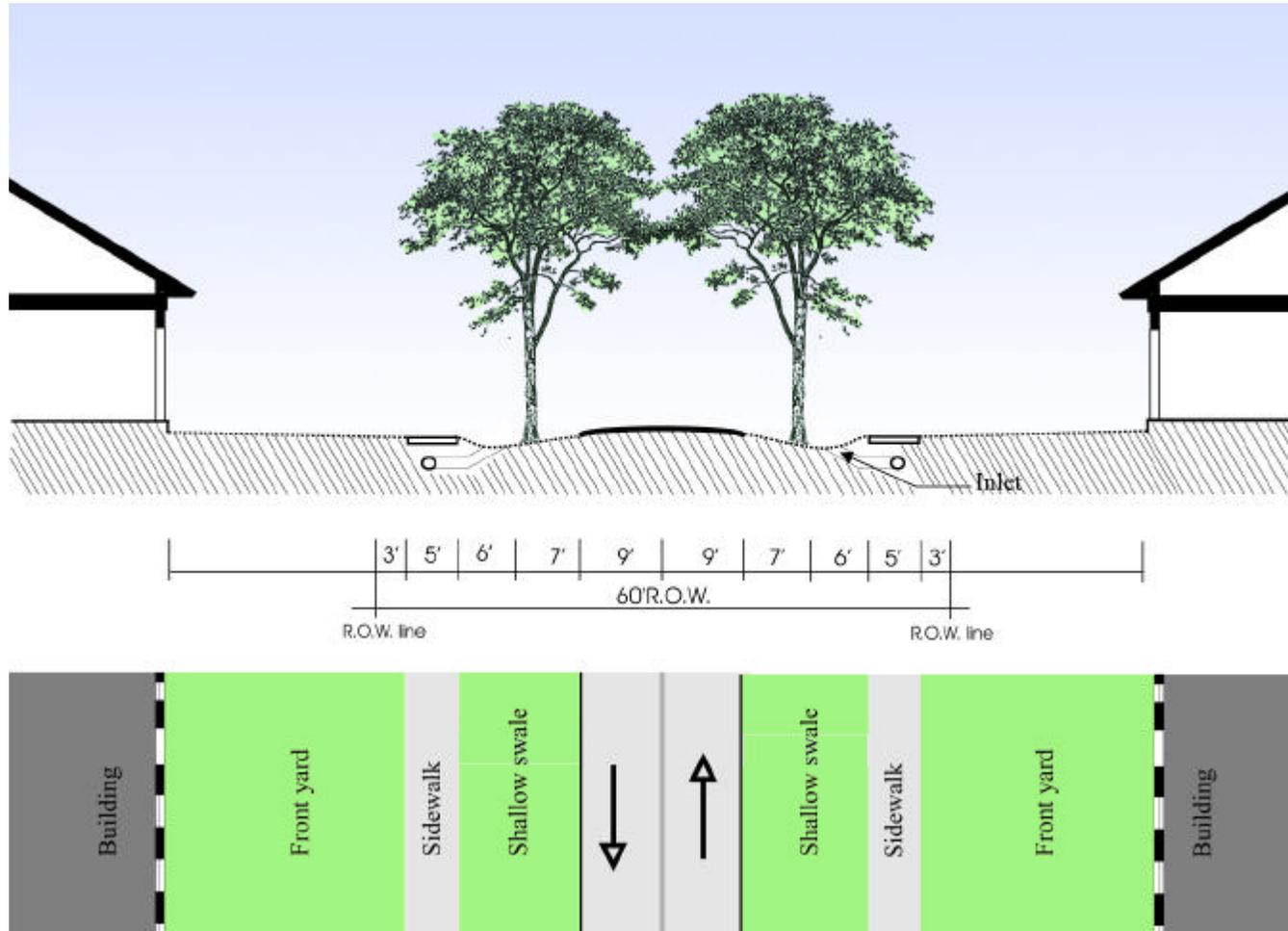
*"Yes — It's dark! Safety needed for pedestrians"*

*"Yes, neighborhood charm"*

*"Probably — if they are very low and do not contribute to night light pollution"*

— Responses to the “Citizen Planner Pack,” November 2002 —

*55.7% of survey respondents replied 'yes' when asked if they wanted pedestrian-scaled lights added to their block, and 19.7% replied 'probably.'*



*Option 1:  
Street Trees and Sidewalks*

The existing swale would be replaced by a new drainage pipe that is protected by a sidewalk located close to the property line, with a street tree and shallow swale located between the road and the sidewalk.

**Pro:** Pedestrians would be protected from vehicular traffic by both the tree and swale, cars could use the swale area for occasional parallel parking, and the drainage problems occurring today would be improved.

**Con:** Front yards of residents might seem smaller because of the proximity of the sidewalk.

---

*74.6% of survey respondents found Option 1 most appealing for the avenue segment on which they live.*

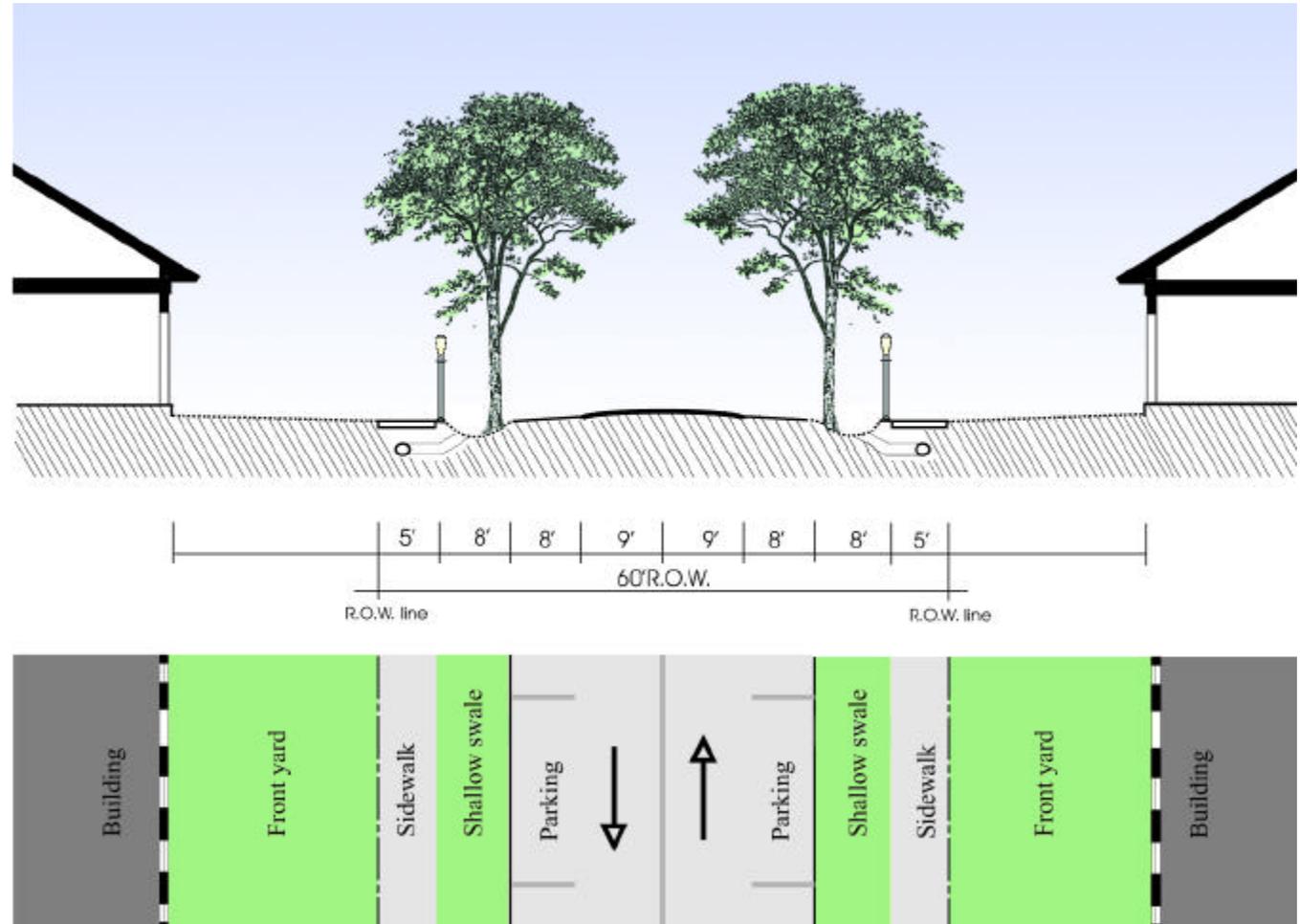
---

**DRAFT- MARCH 2003****Option 2:  
On-Street Parking Possible**

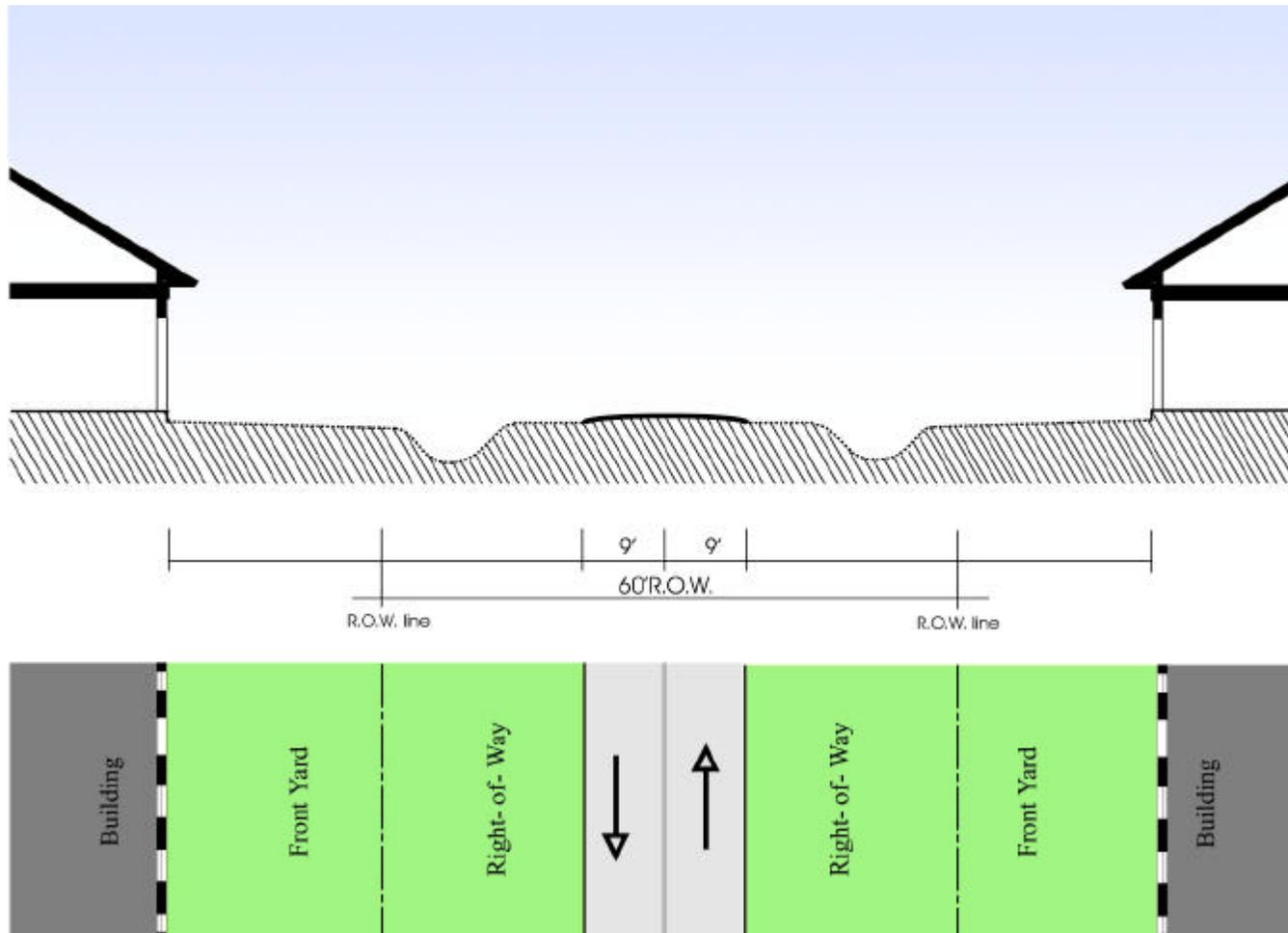
This option is very similar to Option 1, except that it allows for on-street parking. Once again, the existing swale would be replaced by a new drainage pipe, protected by a sidewalk close to the property line. The street tree would be located in a slightly deeper and narrower swale area which allows space for a new eight-foot wide parking strip to be added on each side of the road.

**Pro:** There would be designated paved area for on-street parking, and as in Option 1, the pedestrian would be protected from vehicular traffic by both the tree and swale, and the drainage problems occurring today would be improved. The on-street parking would provide spaces for guest and overflow purposes, and subsequently reduce the amount of cars parked in front yards.

**Con:** When no cars are parallel parked, the road would seem too wide. Once again, front yards of residents might seem small because of the proximity of the sidewalk. Also, some residents have expressed that they do not like the appearance of parked cars along neighborhood streets.



*Only 19.7% of survey respondents found Option 2 most appealing for the avenue segment on which they live.*



*Option 3:  
Drainage Improvements Only*

This option proposes to make minimal streetscape changes. Drainage pipes under driveways would be resized where needed and the existing drainage ditch would be deepened as necessary to more efficiently move and store water.

**Pro:** This option is the least costly of the three while still improving drainage problems.

**Con:** This option will keep the existing open trench configuration, which does not allow for street trees or sidewalks.

---

*Only 7.4% of survey respondents found Option 3 most appealing for the avenue segment on which they lived.*

---

**DRAFT- MARCH 2003**

Typical avenue in Naples Park, existing conditions, 2002.



Hypothetical view down the same avenue, after street improvements have been implemented.

### *Demonstration Areas*

Residents were asked if they would like to be a part of a demonstration area. A demonstration area would be one of the first 2 or 3 avenues where street improvements are implemented; it is important to have one or more demonstration areas so that residents of the rest of the community can fully understand what to expect after the improvements are completed. In exchange for being one of the first avenues completed (and not having the opportunity first to view and experience a demonstration area), residents within the demonstration area would have the funding for the drainage portion of their street improvements supplemented by Collier County.

### *Willingness to pay*

Residents were also asked how much they might be willing or able to pay to get an enhanced streetscape on their avenue segment. The cost would be set per 50-foot lot; the enhancements would include sidewalks, better drainage, street trees, and pedestrian-scaled lights. The participants responded:

- 4.9% - Willing to Pay Nothing
- 10.7% - Willing to Pay \$50 per year
- 18.0% - Willing to Pay \$100 per year
- 28.7% - Willing to Pay \$200 per year
- 21.3% - Willing to Pay \$300 per year
- 4.9% - Other

*59% of survey respondents replied 'yes' when asked if they would be interested in being part of a demonstration area. 13.9% replied 'no'.*

### **“Citizen Planners” in their own words:**

#### ***Be part of a demonstration area...***

*"Yes — I want my trees, lights, and sidewalks right now"*

*"Yes — sometimes the only way to convince people is to show them how nice it will be"*

*"Yes — seeing some initial results would jump-start enthusiasm for improving the Naples Park community"*

*"Probably not — I'd rather see others take the risk first"*

— Responses to the “Citizen Planner Pack,” November 2002 —

## **GREAT AVENUES: DRAINAGE + WALKABILITY**

### **SETTING THE COURSE**

Naples Park continues to suffer chronic flooding as a result of a lack of planning by the original developers. The first part of the retrofit, the primary drainage channels, were installed underground five years ago. Many parts of Naples Park still flood, however, because the roadside ditches along the avenues are not fully connected to the primary drainage system. If this connection can be made via underground piping rather than wider and deeper ditches, Naples Park residents can also have sidewalks, street trees, and street lights above the pipes in the space the ditches used to occupy, enhancing the beauty and walkability of their neighborhoods. Because the potential solutions are expensive, this plan proposes that Naples Park property owners decide for themselves whether to proceed, what level of improvements they prefer, and what pace is most desirable to them.

### **GETTING THERE**

Chapter 7 of this plan proposed a detailed financing package and phasing plan to improve the 20 Avenues that run through Naples Parks with a modern underground drainage system and the above-ground improvements requested by property owners. This plan would make these improvements in an incremental manner using contributions from county government together with landowner assessments.

**DRAFT- MARCH 2003****IDEA #4:  
Community Squares**

The citizens of Naples Park have asked for more open space in their community where they could gather for recreational or social purposes. It can be difficult to obtain open space that can function as a park within a maturing neighborhood. Eminent domain, or the "taking" of property, is NOT the method favored by residents to assemble land parcels in Naples Park. Instead, lots could be:

- Purchased as they become available, either by Collier County or by a community land trust established by Naples Park residents; or

- Leased from private owners such as the Naples Park Area Association. The association owns a complex of eight lots between 103rd and 104th Avenues just west of 7th Street. Six of the lots are used for a civic building and its grassed parking area, but two lots are unused except for occasional overflow parking for association functions. If the association were willing to lease these lots to Collier County, they could be made available for sanctioned recreational activities under the auspices of Collier County's parks program; or

- The private sector could be enabled to create these spaces where the market allows.

An example of the latter option would be for a private developer to assemble the proper configuration of parcels and propose, through a zoning change, to create a public community square. Certain incentives could be provided for developers to encourage this to occur; if a developer was to assemble eight adjacent lots within the neighborhood, and was to use four of those lots for a community green, then the developer might be allowed to develop the remaining four lots at a higher density. While this scenario would make the development economically feasible for the developer, the resulting rowhouses would also provide much-needed "eyes on the park," making it a safer play area for neighborhood children, while providing a diversity of housing types within the neighborhood.



Port Royal, SC



Rosemary Beach, FL

A neighborhood park is a place where neighbors get together, where residents can go for a picnic, or children can go to play. Ideally, every resident should have a park within walking distance of their home. These spaces do not need to be very large to be functional. In established neighborhoods such as Naples Park, where lots with existing homes need to be purchased to provide land for the park, the park can be an acre or less.



Edenton, NC



Davidson, NC

**"Citizen Planners" in their own words:**

*"Provides much needed green space, diversity and interest"*

*"Yes — there is no open space except for  
Community Center and a few empty lots"*

*"Not apartment rental complexes — make it  
owner occupied housing"*

*"Community squares are desired [find a means]  
but do not include higher density"*

*"Acquiring land difficult and costly"*

— Responses to the "Citizen Planner Pack," November 2002 —



Perspective view showing a hypothetical Naples Park community park, with houses providing “eyes on the park.”

---

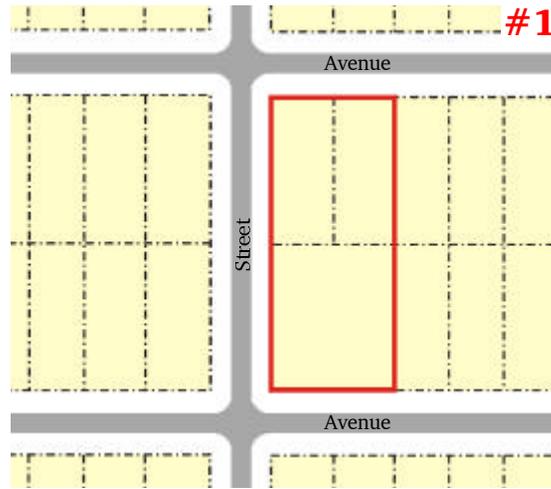
*25.4% of survey respondents replied 'yes' when asked if the addition of community squares was a workable idea, worth pursuing. 27% replied 'no'.*

---

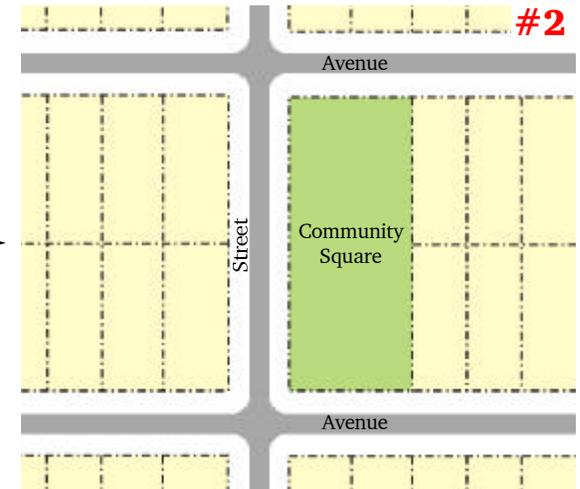
**DRAFT- MARCH 2003**

**Prototypical Community Squares**

The following pages display the ideal configuration for a community square in Naples Park, dependent upon the number of lots that can be assembled, and if the square is to be at an end block or mid-block location.



If four lots at an end block location are assembled...



...then a community square can be formed. If the square was not able to stretch from avenue to avenue, then the green would directly face a neighbor's back yard, which is not ideal for safety reasons.

**End Block Squares**



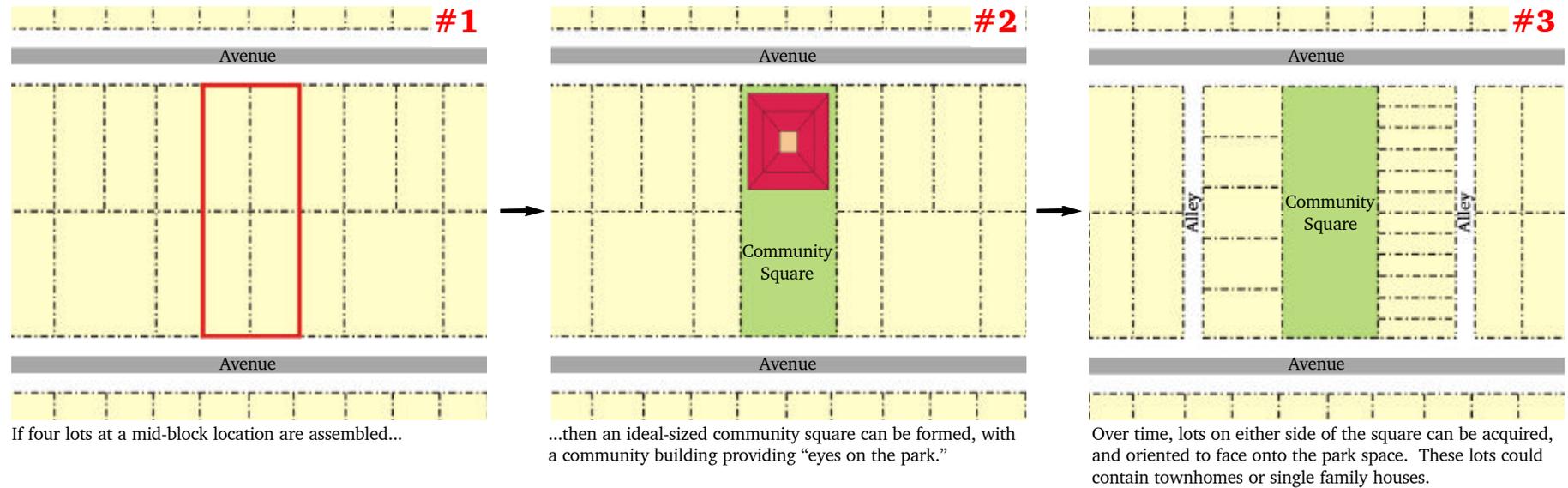
If eight lots at an end block location are assembled...



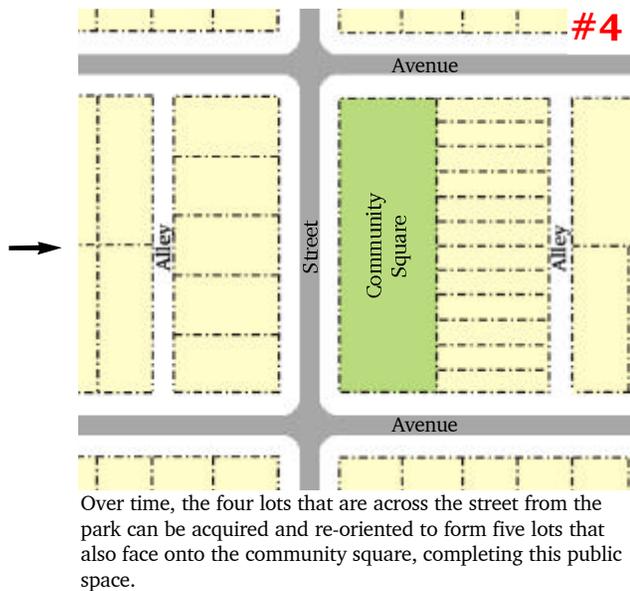
...then the community square can be formed, with five single family houses turned to directly face the square, providing "eyes on the park."



Another alternative would be to add a square with twelve townhouse lots facing onto it, which would provide security to the park while making the project economically feasible for a private developer.



### Mid-Block Squares



## COMMUNITY SQUARES

### SETTING THE COURSE

Despite its name, Naples Park has practically no parks. Larger community and regional parks are available nearby, but there are no proper neighborhood parks or community squares that are accessible on foot or by bicycle and no public open spaces that are freely available for community gatherings. Because Naples Park residents are adamant that the government power of eminent domain not be used in their community, voluntary approaches are proposed in this plan that might result over time in one or more community squares at strategic locations within Naples Park.

### GETTING THERE

A. In addition to the purchase of vacant lots through the County's Neighborhood Parks Assistance Program, Collier County should approach the Naples Park Area Association to discuss leasing two vacant lots that are part of the association's eight lots between 103rd and 104th Avenues just west of 7th Street. These lots could still be used for overflow parking for association functions, but at other hours they would be available for sanctioned recreational activities under the auspices of Collier County's parks program.

B. To enable an incentive-based approach for the private sector to create new Community Squares, Collier County must first amend its growth management plan's "Density Rating System" in a manner similar to the amendment for 82 Street, expanding the "Residential Infill" bonus so that it could be used as an incentive for a private party to construct a community square in Naples Park.

C. The second step in an incentive-based approach would be to amend the land development code to provide the detailed criteria to assess proposals to use this incentive. These criteria would include:

- (1) Evidence that the private party had acquired or obtained options to purchase the required eight lots from willing sellers.
- (2) A binding commitment to build a community square on the equivalent of three lots, using the functional standards in the land development code and the construction standards for Collier County parks, and then to donate this square to Collier County upon its completion.
- (3) A site plan that would permit the construction of up to 12 units of single-family attached housing on one side of the community square, using the remaining lots.
- (4) The number of dwelling units may be limited further by the amended "Residential Infill" bonus.

## POLICY REFORMS

Many of the ideas for improvements to Naples Park did not pertain to physical changes, but rather to reforms in the regulations that affect the physical environment and management policies that can lead to better community character. The following are the policy reform ideas that were presented to the Naples Park community.

### **IDEA #5: Revitalize Business 41**

The business area along US 41 has its own set of concerns, yet it is very much a part of Naples Park. The success of the business area is tied to the success of the neighborhood. A flourishing business area provides a great amenity to the neighborhood residents who frequent the area. Here are some ideas for enhancing the success of both:

- The businesses would benefit from a merchants' organization, which would provide them with a voice in community matters, a way to learn what additional community needs their businesses might serve, and a means to engage in common marketing.
- A program could provide low-interest loans for sprucing up the facades of businesses.
- A flourishing mixed-use edge behind the businesses could benefit the businesses while avoiding commercial sprawl into the neighborhoods behind.
- After sufficient traffic calming is in place, streets that are currently closed could be re-opened to keep drivers from having to detour into surrounding neighborhoods.

---

*42.6% of survey respondents replied 'yes' when asked if revitalizing business 41 was a workable idea, worth pursuing. 32.8% replied 'probably'.*

---

- Businesses could modify their parking lots to allow customers to visit more than one business without re-entering US 41 or detouring through Naples Park neighborhoods/ streets. By aligning the drive aisles in front parking lots, a slow moving side access lane can be created, parallel to US 41. The intent of this approach is to balance local access with crosstown mobility.

### **“Citizen Planners” in their own words:**

*"Merchant organizations usually improve conditions because it results in better business, i.e. profit"*

*"I currently do not utilize the Naples Park commercial area and would be drawn to the area should cafes, bars, and restaurants develop"*

*"Gear revitalization to compliment the neighborhood needs"*

**DRAFT- MARCH 2003****REVITALIZE BUSINESS 41****SETTING THE COURSE**

Businesses along US 41 seek customers from all who pass by on the highway. Yet they are hardly isolated from Naples Park; businesses can provide convenient shopping and employment for local residents, and they can also degrade the adjoining neighborhood. Whether the businesses help or harm Naples Park is determined by how they are placed on their sites and how they are operated and maintained. This plan recommends a series of actions that can simultaneously improve the business climate and better integrate the businesses with Naples Park, for the betterment of both.

**GETTING THERE**

A. Independently owned businesses such as those along US 41 often lack the organizational capacity to create surveys, host focus groups, and engage in broader economic/retail planning. Naples Park businesses should form a business association to perform these functions for all the businesses and also provide a level of common marketing. A business association could also publicize other entities that assist businesses in marketing, merchandising, financial solvency, business expansion, and loan assistance. This association could employ a professional staff or be organized with volunteer-based committees that use the national "Main Street" approach to commercial district revitalization: focusing on marketing, design, organization, and economic development in order to create a comprehensive approach to managing the retail environment.

B. The size and layout of commercial parcels along US 41 are not suited to most large national tenants, which have an abundance of potential locations in the vicinity. These parcels are best suited to smaller businesses that serve the nearby residential communities such as Naples Park, Pelican March, and Pelican Bay. There is a particular demand at this time for independent quality restaurants, an athletic footwear store, and video rentals.

C. The proposed reconfiguration of the rear of the business district into "8½ Street" will improve traffic circulation and make it easier for Naples Park residents to reach businesses on US 41. It is also an opportunity to add a new type of business into Naples Park through the creation of "live/work" units and pedestrian-scaled businesses that don't need highway visibility and can serve as ideal buffers between intense commercial uses and the residential neighborhood behind.

D. Traffic circulation can be further improved as business properties redevelop by creating parallel access lanes from avenue to avenue along US 41. The land development code should contain standards governing how these lanes are to align across avenues. These connections will make it easier for customers to reach several shopping destinations without re-entering US 41.

**IDEA #6:****Code Enforcement/Education Step-Up**

Naples Park residents understand the need for strong code enforcement and frequently urge the county to "step-up" its efforts. Other residents counter that good mechanisms are already in place to regulate conditions in their neighborhood but are simply being underutilized.

Some residents are not even aware that they are committing violations, thus education about the rules is an important supplement to enforcement activities. Collier County can enlist help from its residents by preparing and publishing educational materials about county codes and the enforcement process, in layman's language and in a format that could be distributed informally in the community.

There are many opportunities to enhance code enforcement and education. For example:

- The recent addition of four new code investigators on the afternoon/evening shift is a strong step forward. It is likely that this shift will need to be expanded to eight or more investigators to fully meet the demand during this shift.
- Sheriff's deputies could expand their patrols to enforce the posted speed limit in the neighborhood; the increased presence of officers in the neighborhood would also deter unrelated criminal behavior.
- During the community workshops, many residents complained about leniency given to repeat offenders. Increased penalties should be considered if leniency is contributing to recurring code violations.

---

*73.8% of survey respondents replied 'yes' when asked if code enforcement/education step-up was a workable idea, worth pursuing. 13.9% replied 'probably'.*

---

**“Citizen Planners” in their own words:**

*"Education most important, should come first"*

*"We don't see any enforcement, but it is strongly needed"*

*"Very unfair right now — some violators never coded"*

*"Should be high on priority list for making Naples Park a better community to live in"*

— Responses to the “Citizen Planner Pack,” November 2002 —

**DRAFT- MARCH 2003**

A frequent complaint is that rental housing is being overcrowded, with side effects outside the homes including too many cars parked outside and storage of abandoned vehicles and debris. Collier County requires that all rental housing be registered with the county but there are no physical inspections to ensure compliance with the County's minimum housing code.<sup>1</sup> This code should be amended to require that registrants grant permission for County housing inspectors to visit each rental dwelling unit on an annual basis to ensure compliance with county codes. This program could be tested on a trial basis just for Naples Park if County officials are hesitant to take this step county-wide.

Code enforcement complaints can now be filed via an automated telephone system or on the Internet (at [http://colliergov.net/codeenf/case\\_input/disad.cfm](http://colliergov.net/codeenf/case_input/disad.cfm)). However, at present this process hardly encourages citizens to help county officials locate code violations. The process begins with a threat of legal action against those that provide false information. Filing a code enforcement complaint should be a fairly simple process of suggesting that a code investigator look at a particular situation where a violation may be occurring. It should not be, in effect, a sworn affidavit that assumes the complainant has all details of the law in question and is willing to risk a perjury prosecution if any of the information turns out to be incorrect.

In addition, residents and business owners are sometimes reluctant to file a complaint due to fear of retaliation. Although complaints of most types can be filed anonymously by telephone, the on-line process requires the name and address of the person filing the complaint.

Although Collier County should continue to give priority to formal complaints of illegal activities, the code enforcement process would benefit from a second tier of assistance by local residents where suggestions could be made of recurring illegal actions. These complaints could be funneled through local civic organizations which could weed out obviously incorrect complaints while educating all residents about the codes that are currently in effect.

### MAILBOXES

Some Naples Park residents have expressed interest in regulating the types of mailboxes within the neighborhood. Mailboxes that are not well maintained detract from the character of the neighborhood. Each year, the Postal Service designates the third full week of May to encourage customers to improve the appearance of their mailboxes. There could be a similar movement in Naples Park, following the criteria set by the Postal Service. Mailbox Improvement Week calls attention to the need for providing mailboxes that are:

1. Approved by the Postmaster General.
2. Designed to protect the mail from weather.
3. Safe to use.
4. Conveniently located.
5. Neat in appearance.



-Information excerpted from [www.usps.com](http://www.usps.com)

<sup>1</sup> Collier County's minimum housing code was adopted by Ordinance 89-06. Since 1996, owners of rental housing have been required to register their rental units with Collier County (Ordinances 96-76 and 99-58).

**CODE ENFORCEMENT / EDUCATION STEP-UP****SETTING THE COURSE**

Without reasonable code enforcement, neighborhoods decline. Counties rarely put the same emphasis on code enforcement as cities, but Collier County has been improving its code enforcement procedures and welcomes improved cooperation with local residents. A second shift of code investigators is now on duty every afternoon and evening; all complaints are given a case number that can be used to follow how the complaint is being handled; and complaints can be filed on the Internet. Additional steps are recommended in this plan to further improve the enforcement of codes in Naples Park.

**GETTING THERE**

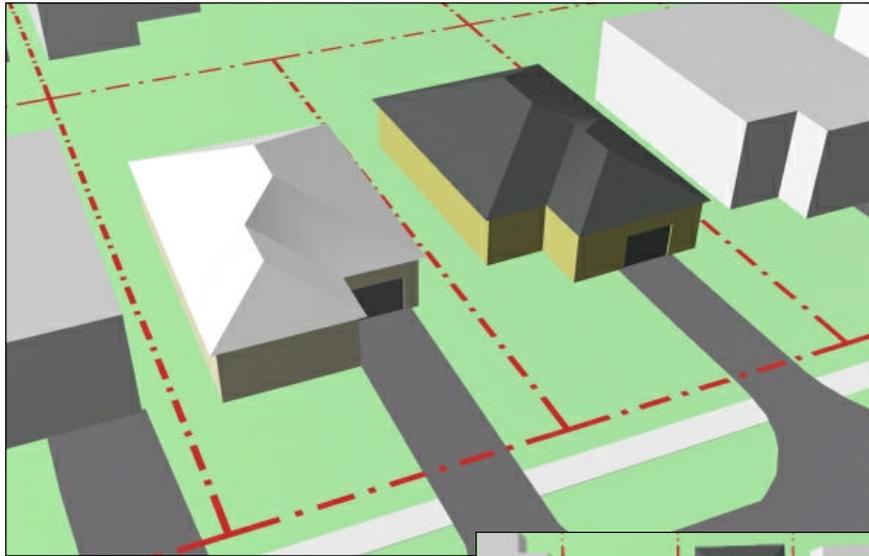
A. Collier County should encourage local civic organizations to act as liaisons to bring forward complaints, even anonymously, of recurring illegal activities. The organizations providing this function could weed out obviously incorrect complaints while educating all residents about the codes that are currently in effect.

B. Code enforcement officials, working with interested citizens, should prepare and publish educational materials about county codes and the enforcement process, in layman's language and in a format that could be distributed informally in the community.

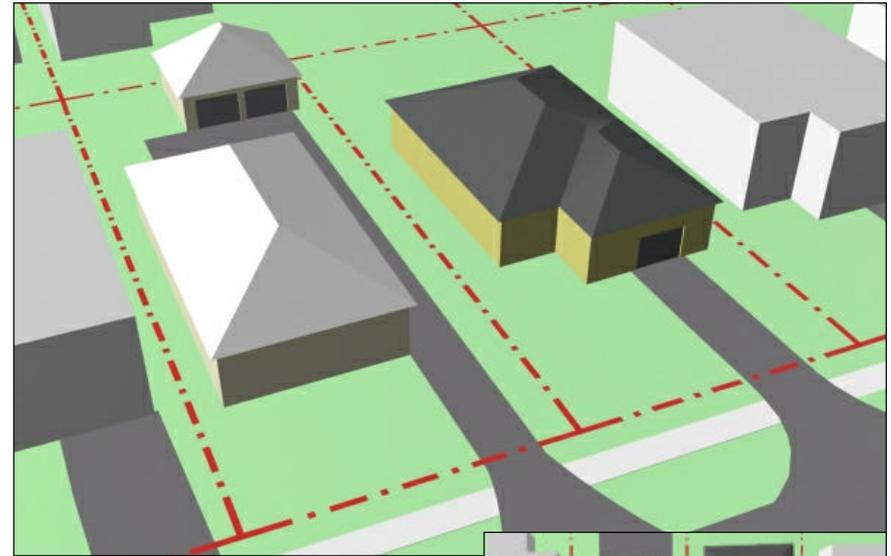
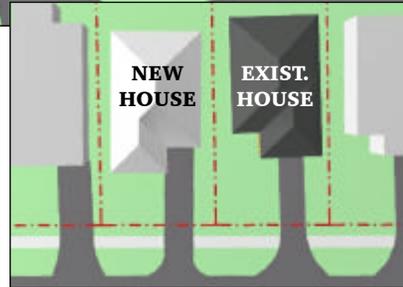
C. Collier County's recent addition of four new code investigators may resolve past problems of inadequate manpower to enforce county codes. If not, the Naples Park MSTBU could be expanded to include a small tax on all property owners to fund an additional code investigator for Naples Park.

D. Collier County's minimum housing code should be amended, at least for Naples Park, to require that all owners registering rental property grant permission for county housing inspectors to visit each rental dwelling unit on an annual basis to ensure compliance with county codes.

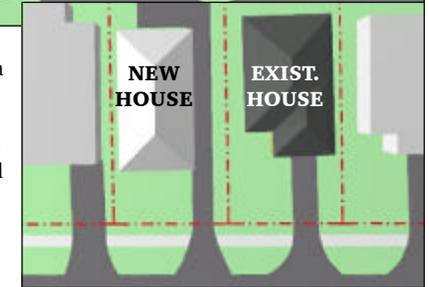
E. The U.S. Postal Service provides criteria for mailboxes, although enforcement is sporadic at best. Naples Park civic organizations should distribute these criteria throughout Naples Park and urge residents to comply and even surpass these standards in the interests of a more attractive community. This could become an annual event that coincides with the Postal Service's "mailbox improvement week" each May.

**DRAFT- MARCH 2003****RECESSED GARAGE**

On the existing Naples Park home (right), the garage door is located along the primary facade of the structure. On the adjacent lot, the new house displays how the garage can be recessed behind the primary facade. As one travels down the street, the garage door on the new structure appears less dominant; the front door and windows, now located on the primary facade, can provide "eyes on the street."

**DETACHED GARAGE**

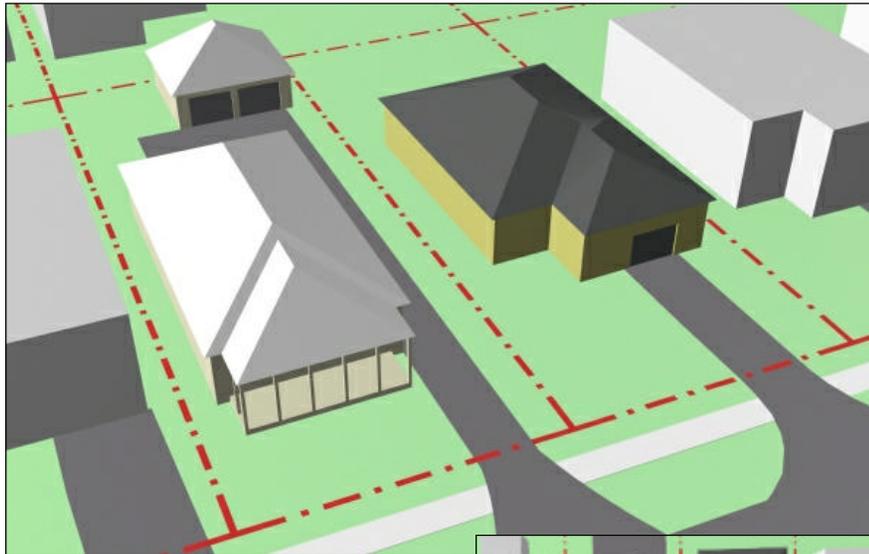
Another option for garage placement is locating a detached garage at the rear of the lot. This layout also enhances the pedestrian experience along the street. As each new house is constructed, the overall character of the neighborhood will improve.

**IDEA #7:****New Standards : Design, Regulations, and Incentives**

Many residents have expressed a desire for new standards which would regulate infill development and redevelopment in Naples Park. Ideas suggested by the community include reducing front setbacks to encourage porches, requiring garage doors to be recessed back from the front facade of the house, and establishing building size standards. These would be "lite" regulations, intended to preserve the character of Naples Park as homes are improved or replaced, but not to be overly-restrictive.

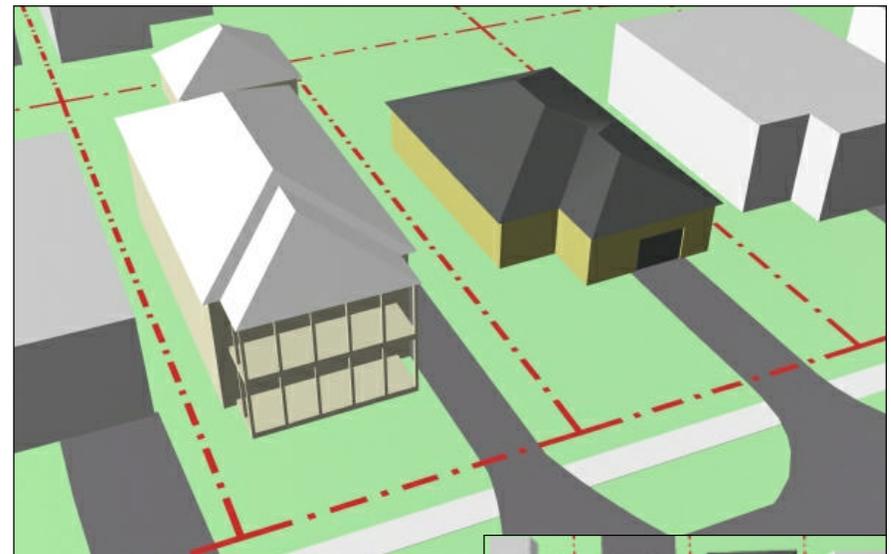
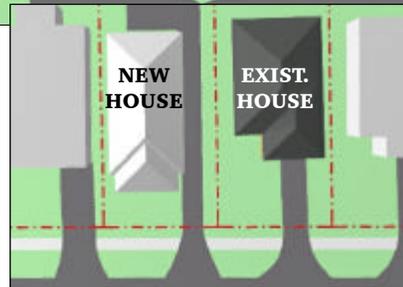
*Character Elements*

The illustrations on this page depict how the character of Naples Park might change over time, with the addition of new building regulations. The brown building, to the right in each of the illustrations, represents a typical Naples Park home. To the left, a new building is constructed on an empty lot, according to new standards which regulate garage door and front porch placement. As these illustrations demonstrate, small changes such as recessing the garage door, or allowing the front porch to occur forward of the setback line, can have a great effect on the character of the neighborhood streets.



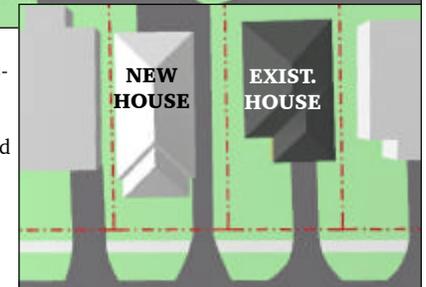
**THE FRONT PORCH**

Front porches add character to a neighborhood, providing a place for casual interaction among neighbors. The existing setbacks in Naples Park create a streetspace that is too large for a front porch to be functional. A new regulation could allow a porch structure to occur forward of the existing setback, creating a comfortable streetspace and enhancing the character of the avenue.



**MULTI-STORY HOUSING**

Although one-story houses have been used to illustrate the previous examples that does not mean that the new regulations would apply strictly to one-story homes. The regulations could be applied to housing with multiple stories, with the same character-enhancing effect. The above example depicts a two-story home with front porch, and detached garage.



*Parking*

During the community workshops, many residents complained about the high number of cars parked in front yards, and the amount of paving allowed within the front yard. This is an issue that Collier County's Code Enforcement department has been confronting for a long time. In September of 2002, a new county-wide ordinance was passed (ordinance no. 02-45), with the intent to "limit the number of vehicles that may be parked on a property and to prohibit the parking of vehicles in areas of a lot not specifically designated for such use." The ordinance states that vehicles shall be parked or stored on the front or side yards on a specifically designated area of the lot which shall be treated with a stabilized surface made of concrete, crushed stone, asphalt, or pavers. This area may not exceed forty (40) percent of the front yard of single family homes, and fifty (50) percent of the

front yard in duplex homes. In all cases, the driveway may be constructed to be 20' wide, regardless of whether this width will exceed the percentage of pavement allowed. The parking ordinance is so new that many people are not aware of the parameters; given time for education, the resulting decreased number of cars parked along the streets will begin to affect the character of Naples Park for the better. After sufficient time has expired, this issue should be re-visited, to see if the ordinance has had the desired effect. The percentages may need to be adjusted to accommodate specific situations within Naples Park; for example, on a 50' wide lot, the forty of fifty percent of front yard pavement that is permitted is a small area. However, on the larger 50' and 75' wide lots, these percentages equate to a large amount of paved surface, much larger than necessary.

**DRAFT- MARCH 2003***Building Size and Footprint*

There was a lot of discussion during the community workshops regarding the building height and footprint of new houses. The majority of the housing stock in Naples Park was constructed between 1970 and 1979. Most of these houses are one-story, and constrained in size by a single 50 x 135' lot. As time has gone by, and property values have risen, there have been an increased number of homeowners in the area that have constructed larger homes. Some of these larger homes have created drainage and privacy issues for existing homeowners; residents feel a change in regulations is necessary to prevent this from occurring throughout the neighborhood.

Under current regulations, a new home may be built to a maximum of three habitable floors, and is required to set back a minimum of 7.5' from the side property lines. These regulations apply to residential structures in Naples Park, however, the regulations are based on County-wide zoning district, which has a minimum lot width of 60 feet for a single-family home. Due to the fact that many Naples Park single-family lots are only 50 feet wide, when a home is constructed to its maximum allowable build-out it can cause several problems for its neighbors. The already fragile drainage situation is aggravated by the amount of land that is covered by the new home. The proximity of taller, larger homes to their shorter neighbors leads to privacy issues and a decreased quality of life for existing residents. Even when the new homes are constructed on two or three lots, the same shallow setback applies.

Residents that are building new homes in the area have exhibited great investment in the neighborhood. The natural evolution of the neighborhood is a normal and healthy process. Any new regulations that are proposed should not be so restrictive as to discourage future investment in the neighborhood. On the other hand, existing resi-

dents need to be able to protect their investment, and quality of life. With this in mind, regulation changes that address the side setbacks and heights of buildings should be considered. The following chart summarizes the recommendations proposed in this plan.

	<b>Existing Regulation</b>	<b>Proposed Regulation</b>
<i>Building Height</i>	Three habitable floors	Two full floors ( <i>for any purpose</i> ) plus a partial third floor
<i>Side Setbacks</i>	7.5' minimum (any lot)	7.5' minimum ( <i>50' wide lots</i> ) 10' minimum ( <i>lots 100' wide or greater</i> )

### *How to make regulatory changes for Naples Park*

The residential portions of Naples Park are now zoned RMF-6, a multi-family category that is more suited to new condominium developments than to residential subdivisions. It is difficult to place specific regulations for Naples Park into the RMF-6 category without them inadvertently applying to other land in Collier County.

There are two approaches to resolving this problem. One is to create an entirely new zoning category in the county's land development code that will apply to all residential neighborhoods in Naples Park. This category might be called R-NP for Residential-Naples Park. The relevant parts of the RMF-6 zoning category would be retained in the new R-NP category, with the modifications as proposed in this section.

The other approach is to adopt a Naples Park "overlay district" into the land development code and have it apply in addition to the RMF-6 category. An overlay district can modify the underlying zoning category to make it stricter or more lenient as it is applied to land within the boundaries of the overlay district. Collier County already has eight overlay districts in its land development code.

In the long run, a new zoning category for Naples Park would be easier to understand and to administer. However, overlay districts have been Collier County's preferred method for implementing plans for individual communities. An overlay district is also easier to adopt than an entirely new zoning category. Since either approach can be used to implement the recommendations in this section, the best strategy may be to adopt an overlay district for Naples Park during the next year or two, with a long-range plan to convert the overlay district to a new R-NP zoning category for Naples Park.

---

*46.7% of survey respondents replied 'yes' when asked if implementing new regulations was a workable idea, worth pursuing. 20.5% replied 'probably'.*

---

### **“Citizen Planners” in their own words:**

*"It would make the neighborhood more friendly —  
front porches are a real asset"*

*"Naples Park has a unique character that should be  
preserved, through consensus"*

*"I think new homes should maintain the  
character of Naples Park"*

*"We do not want a gated community mentality"*

-Responses to the “Citizen Planner Pack,” November 2002-

**NEW STANDARDS: DESIGN, REGULATIONS, INCENTIVES****SETTING THE COURSE**

It has been impossible for Collier County to adopt zoning regulations tailored to Naples Park because its zoning district (RMF-6) is shared by other neighborhoods throughout the county. This can be rectified either by adopting a new zoning district just for Naples Park or by creating a Naples Park "zoning overlay" with special rules that supersede the RMF-6 rules where needed. This plan suggests careful consideration of new rules for Naples Park that encourage front porches by allowing them to extend into front yards, modify the current height and setback regulations, control excessive parking in front yards, and improve the character of replacement homes on existing lots.

**GETTING THERE**

A. The requirement to maintain a 25-foot front yard in the RMF-6 district restricts most property owners from adding open porches, stoops, or balconies on the front of their houses (at present, only open carports are allowed in front yards). This regulation should be modified to allow these features to extend 10 feet into front yards if their design meets specified criteria.

B. The current height limit in the RMF-6 district is "three habitable floors." Under this regulation, a full floor devoted to parking and storage can be built at ground level, with three full floors above; such a home would be out of scale with all existing homes in Naples Park. A more reasonable height limit for Naples Park would be two full floors used for any purpose plus a partial third floor.

C. Side setback requirements in Naples Park have fluctuated through the years. The current regulation is 7½ feet for single-fami-

ly homes and 10 feet for duplexes, regardless of the width of the lot. An increasing number of homes are being built on double lots; given the depth and size of double lots, their side setbacks should be increased to at least 10 feet.

D. A recent countywide ordinance limits parking in front yards to stabilized surfaces which cannot exceed 40% of the lot width for single-family homes or 50% for duplexes. This standard allows overly wide parking lots in front of homes on larger lots; a double lot with a single-family home can have a 40-foot-wide driveway, wide enough to park five or six cars. On larger lots, extra parking can and should be provided in recessed garages or in side or rear yards. The existing percentages should be reduced for larger lots in Naples Park.

E. Naples Park was subdivided into narrow lots without alleys, and roadside ditches precluded on-street (parallel) parking. When most of the homes in Naples Park were built in the 1970s, this did not cause many problems because homes were not expected to provide more than one covered parking place. With increased wealth and a younger population, newer homes typically provide at least a two-car garage. Especially when a new home is built on a single lot, a two-car garage can completely dominate the front of the house. There are several alternatives for accommodating modern car-ownership rates without degrading the most important public realm in Naples Park: its streets. New regulations should require that garages on new homes either be recessed slightly behind the front of the house, or be partially screened by front porches, or be placed in the rear (or detached completely) and reached by a side driveway.

**IDEA #8:  
Promoting Affordability / Diversity**

Real estate values in Collier County have rapidly escalated in recent years. Residents of Naples Park expressed that the diversity of their populace is a quality that is very important to them, and they wish to preserve this diversity by ensuring that housing here remains affordable to many income levels and household types.

Currently, the housing options that are available to residents of Naples Park are mainly owner-occupied single family homes, and renter-occupied single family homes or duplexes. While the existence of renter-occupied housing does provide for a diversity of income types at the present time, it does not insure that will be the case in the future. It also does not provide the opportunity for home-ownership for people of many income levels. Promoting a larger spectrum of housing types within the neighborhood- from larger single-family homes, to smaller rowhouses and apartment units- will allow homeowners of all income levels to reside within the neighborhood. Although the rowhouses and apartments may be expensive when new, these housing types are typically less expensive than a single family home. This may require changes to the current zoning, which prohibits certain types of housing within the neighborhood. They also provide a new housing option to accommodate the many different lifestyles of residents. For example, larger single-family homes are suitable for established family households, while smaller townhouse units are attractive to empty-nesters or young couples just starting out. By permitting and encouraging a variety of housing types and sizes to be constructed, at a variety of prices, Naples Park can attract and maintain a diverse group of residents.

There are several existing state laws that will also help to keep the area affordable for working class residents: the *Homestead Exemption* and the *Save-Our-Homes* constitutional amendment. The Homestead

Exemption allows every person that owns and resides within a dwelling in the state of Florida to take a \$25,000 reduction from the assessed value of their dwelling. Thus, although property values will continue to rise, property taxes are reduced for homeowners. The Save Our Homes constitutional amendment protects homeowners from large increases in property taxes in any single year. The tax value increase is limited to a maximum of 3% of the rise in the Consumer Price Index, whichever is less.

---

*28.7% of survey respondents replied 'yes' when asked if promoting affordability / diversity was important to them. 30.3% replied 'no'.*

---

**“Citizen Planners” in their own words:**

*"Yes — Don't want to drive out the working class which seems likely the way things are going"*

*"Could be possible if mixed housing was in a different area than single family"*

*"Not interested — We are a coastal community west of 41, property values should reflect that"*

*"No apartment rental complexes"*

— Responses to the “Citizen Planner Pack,” November 2002 —

**PROMOTING AFFORDABILITY / DIVERSITY****SETTING THE COURSE**

Most dwelling units in Naples Park (77%) are single-family homes; 15% are duplexes. There are very few other housing types, and many Naples Park residents fear that any change in housing types will damage the character of their neighborhoods. At the same time, economic and demographic changes are beginning to change Naples Park by replacing the traditional smaller homes on 50-foot lots with much larger homes. This trend is welcome in some ways, but it will reduce the stock of affordable dwelling units that have allowed Naples Park to be an oasis for families of modest means in a county that is increasingly unaffordable for people of working age. Although economic changes aren't easily managed, carefully written regulations can allow the introduction of some dwelling units such as townhouses on smaller lots that will allow retirees and new households to remain in Naples Park rather than being forced to move north into Lee County to find housing that suits their needs at costs they can afford. This new housing can be limited to transitional areas as along the proposed 8½ Street, where flexible live-work dwelling units would also be appropriate, or they could be placed around along the edges of community squares as discussed in Chapter 6.

**GETTING THERE**

Chapter 6 of this plan proposed incentive-based programs to encourage private parties to construct community squares and blocks of a new 8½ Street. The squares and the new street would benefit Naples Park directly; the incentives to build them have also been formulated to benefit Naples Park by allowing the introduction of some dwelling units on smaller lots under carefully controlled conditions.

## THE ILLUSTRATIVE MASTER PLAN

The previous section of this chapter documented ideas that were conceived during the community planning workshop and revealed how residents reacted to each proposal in a community survey. This next section describes how the consultant team used this information to devise an illustrative master plan for Naples Park that incorporated the ideas that were desired. The illustrative plan depicts the physical recommendations that the consultant team has made for the neighborhood.

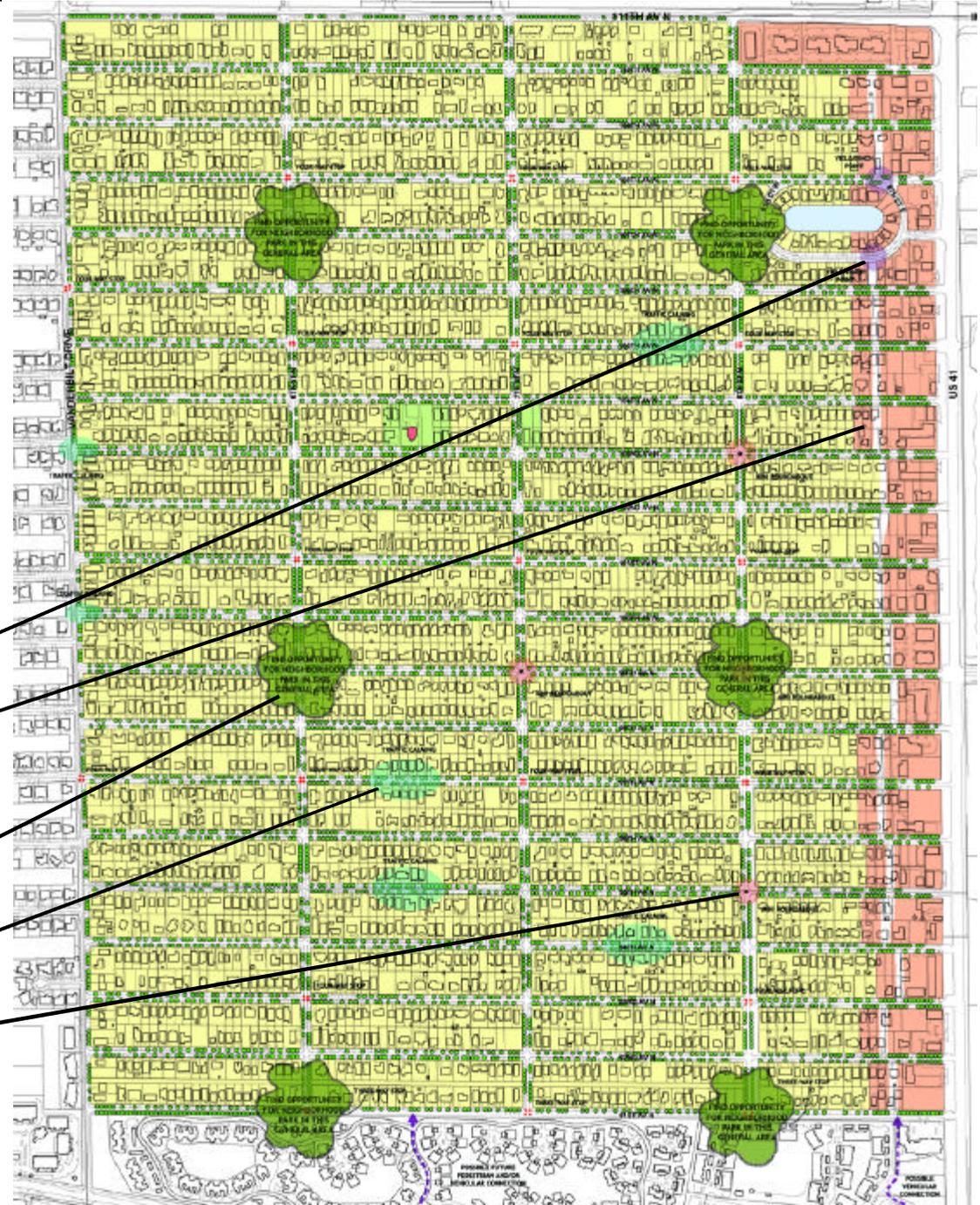
A neck down traffic calming measure needed in areas within purple circles.

Red shading designates mixed-use edge, including the existing commercial along US41 and new areas that comprise 8½ Street.

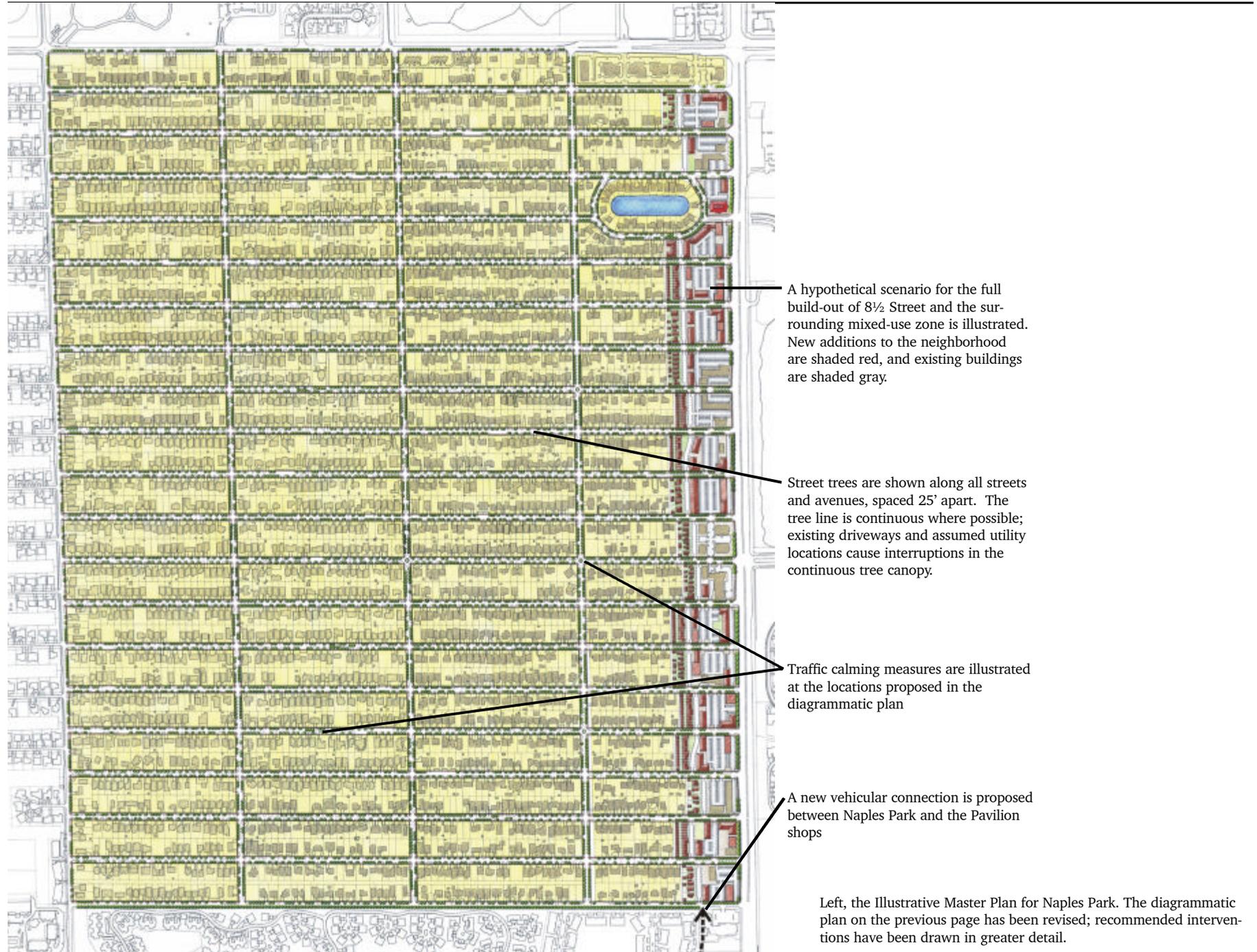
Recommendation to find opportunity for neighborhood parks within green zones

Traffic calming measure needed in areas within light green ovals.

Mini roundabouts proposed at intersections highlighted by red circles.



At right, diagrammatic site plan for Naples Park, developed during the week of the community workshops, the first step in the development of the Illustrative Master Plan.



## Street Improvements

Streetscape enhancements, including drainage improvements, the planting of street trees, sidewalks on both sides of the road, and the addition of pedestrian-scaled lights topped the list of concerns for most Naples Park residents, who overwhelmingly chose Option 1 (Street Trees and Sidewalks) as the most appealing for the avenue segment on which they lived. The illustrative plan accordingly depicts all streets and avenues within Naples Park with street design Option 1 implemented.

On the plan, traffic calming elements have been dispersed throughout the neighborhood, based on areas of priority. 8th Street was identified as having the highest need for traffic calming intervention, as it was the most heavily traveled of the three busy north-south corridors in the neighborhood. Therefore, three traffic circles are shown along its length, to manage traffic speed to near the posted limit, and also provide unique entry features into the neighborhood as one enters from US41. A traffic circle is also shown at the intersection of 7th Street and 99th Avenue; this is necessary as 99th Avenue is one of the most heavily traveled of the east-west corridors because of an existing traffic light at its intersection with US41. Located at the center of the neighborhood, the traffic circle can be designed as a signature piece of Naples Park. Chicanes (roadway narrowing) are shown on several of the avenues, to slow traffic moving in the east-west direction. Road closures are shown replaced with neck down traffic calming measures on the eastern portions of 107th and 108th Avenues. This was an area of controversy for Naples Park residents; the roads were originally closed to ease the concerns of residents, who felt that new development across US41 would bring cut-thru traffic to their streets. The resulting configuration has led to severe circulation problems for Naples Park businesses located near the closed streets. The neck downs are meant as a compromise; the narrow width of the road will discourage cut-through traffic, but will allow local business patrons to circulate safely and efficiently, albeit on the neighborhood's terms.



Above, hypothetical view of a small traffic circle in Naples Park.



Plan view of the proposed neck down located along 107th Avenue- the red dashed line marks the edge of pavement.



Plan view of the proposed traffic circle at 7th Street and 99th Avenue.

DRAFT- MARCH 2003



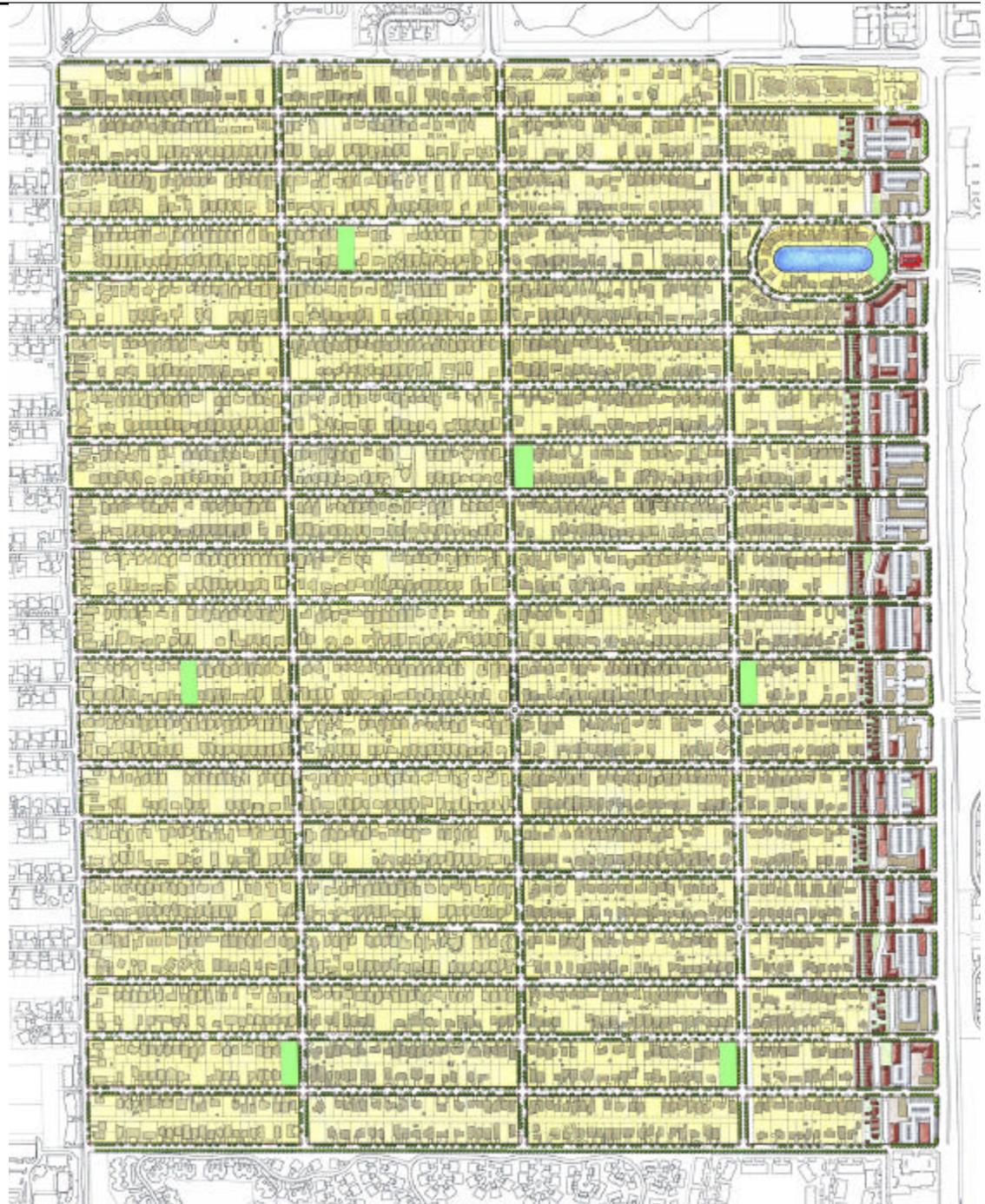
### 8½ Street

Some residents of Naples Park responded enthusiastically to the idea of 8½ Street, while others expressed concern. Many of the concerns that were raised about the new street dealt with the type of development that might occur along this new road. Residents did not want to see an overabundance of multi-family, rental units. 8½ Street is depicted in the illustrative plan with a variety of housing types fronting on it; both single-family and townhouse owner-occupied units are illustrated. There are also mixed-use buildings on the eastern side of the road, which might contain live-work or loft apartment units in the upper floor.

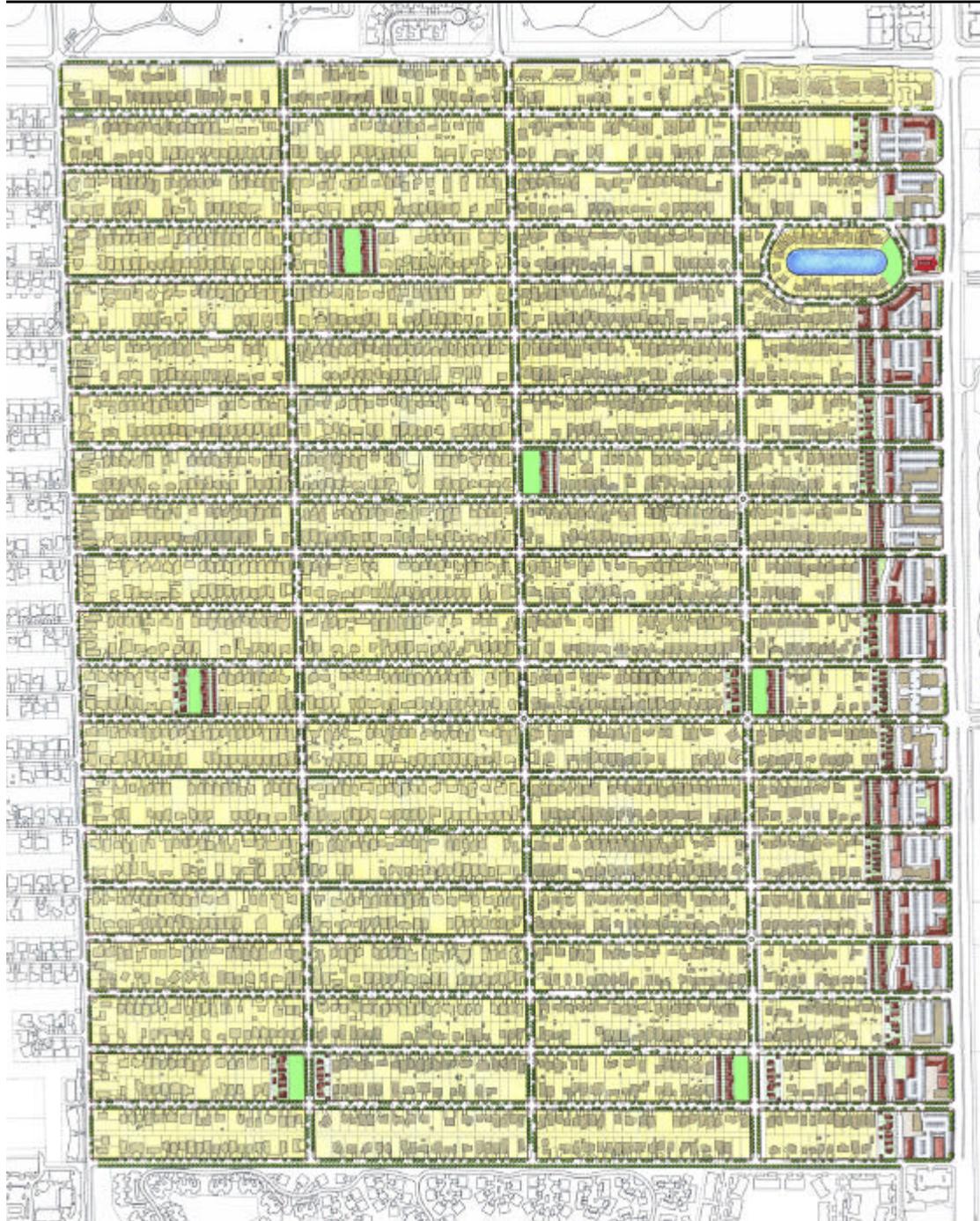
8½ Street is shown in the illustrative plan at full build-out; although this scenario would not come to fruition for many years, if at all, the advantage showing the plan at build-out is that each block segment displays how 8½ Street may become a reality in that specific location. The concept is that 8½ Street, once enabled by changes in regulations, could occur block-by-block, as the market allows. The regulations would allow building at a higher density in this area, to create a transitional zone between the businesses along US41 and the existing single family residences beyond. Improved circulation among new structures along 8½ Street and the redeveloped structures along US41 was a high priority. When redeveloped, buildings that face US41 will have most of their parking located behind the structure, in a lot shared with buildings that face the new 8½ Street. Along the front of the US41 businesses, a side access lane is depicted, that allows local traffic to circulate without having to get back onto US41. The segments of 8½ Street need not align at the intersection. In fact, offset intersections will create visual identity and traffic calming.

### Community Squares

The question of how to retrofit an existing, built-out neighborhood with more community green spaces is a difficult one. Idea #4 in the Citizen Planner Pack was perhaps the most contentious; although most residents recognized the need for more open gathering spaces, they did not see how this could be achieved. Most did not want to see park spaces accompanied by higher-density development. The illustrative plan depicts community greens, in dispersed locations throughout Naples Park, as an overlay layer. The square locations are general recommendations; the actual locations will be determined by a number of factors, including cost and a property owner's desire to sell.



Right, the illustrative plan for Naples Park, with hypothetical park locations drawn.



Ideally, park space would be fronted by homes, which would provide "eyes on the park". In Naples Park, open space that is acquired would most likely face its neighbor's side yard. The community squares that are depicted in the illustrative plan are shown with the adjoining lots turned to face the square. Over time, a developer that purchases enough properties may make this layout a reality (refer to diagrams on page 6.16 and 6.17). Given the incentive to develop at a higher density would make this scenario more probable, and is the recommendation given in this report, should the implementation of community squares be pursued.



Left, the illustrative plan for Naples Park, with hypothetical park locations shown, and new buildings oriented to face the park. Above, enlarged view of the proposed community square at 8th Street and 99th Avenue.