
#### Abstract

A RESOLUTION OF THE CITY OF NAPLES, FLORIDA, APPROVING A COMMUNITY REDEVELOPMENT PLAN PURSUANT TO SECTION 163.360 , FLORIDA STATUTES, FOR THE COMMUNITY REDEVELOPMENT AREA GENERALLY DESCRIBED AS INCLUDING THAT AREA BOUNDED ON THE NORTH BY 7TH AVENUE NORTH, ON THE EAST BY THE GORDON RIVER, ON THE SOUTH BY 6TH AVENUE SOUTH, AND INCLUDING CAMBIER PARK, AND ON THE WEST BY 6TH STREET, AND THAT PORTION OF 5 TH AVENUE SOUTH CONTINUING WESTERLY TO 3RD STREET SOUTH; REAFEIRMING THE FINDING OF THE EXISTENCE OF ONE OR MORE SLUM OR BLIGHTED AREAS AND A SHORTAGE OF AFEORDABLE HOUSING IN THE CITY; DEFINING THE COMMUNITY REDEVELOPMENT AREA; MAKING CERTAIN FINDINGS AND DETERMINATIONS; FINDING CONFORMITY TO THE COMPREHENSIVE RLAN; AUTHORIZING AND DIRECTING THE COMMUNITY REDEVELOPMENT AGENCY TO IMPLEMENT THE PLAN; AND PROVIDING AN EFFECTIVE DATE.



pursuant to Chapter 163, Part III, Florida Statutes, the Community Redevelopment Act of 1969, as amended (the "Act"), the City of Naples, Florida (the "City") may be empowered to formulate a workable program for utilizing appropriate private and public resources to eliminate and prevent the spread of slum and urban blight, to encourage needed community rehabilitation and to provide for the redevelopment of slum and blighted areas, to provide housing affordable to residents of low or moderate income, including the elderly in accordance with such provisions; and

WHEREAS, pursuant to Resolution No. 94-7098, adopted by the City Council of the City at its January 5, 1994 meeting, the City declared an area existing within the City as in need of affordable housing and the existence of slum and blighted conditions, which area is generally described as bounded on the North by 7 th Avenue North, on the East by the Gordon River, on the South by $6 t h$ Avenue South, and including Cambier Park, and on the West by 6th Street, and that portion of 5 th Avenue South continuing westerly to 3rd Street South, as more particularly described in Exhibit "A", attached hereto and made a part hereof, (hereinafter referred to as the "Community Redevelopment Area") ; and

WHEREAS, pursuant to Resolution No. 94-7099, the City Council of the City declared itself to be the Community Redevelopment Agency (the "CRA") for the Community Redevelopment Area; and
whereas, a study of the Community Redevelopment Area and a plan for the redevelopment of the Community Redevelopment Area, in accordance with the Act, has been undertaken and completed; and

WHEREAS, the CRA received the proposed Community Redevelopment Plan and submitted it to the City's Planning Advisory Board (the "PAB"), the local planning agency of the city under the Local Government Comprehensive Planning and Land Development Regulation Act, in accordance with Section 163.360(3), Florida Statutes (1993), and the $P A B$, after reviewing the proposed plan, has determined that the plan conforms with the City's Comprehensive Plan and returned the proposed Community Redevelopment Plan to the CRA with its recommendations; and

WHEREAS, the CRA considered the proposed Community Redevelopment Plan and, at its April 18, 1994 meeting, approved the Community Redevelopment Plan and recommended its adoption by the City Council of the City; and

WHEREAS, notice of the City Council's intention to adopt by resolution the proposed Community Redevelopment Plan has been given to all taxing authorities as provided in Sections 163.346 and $163.360(5)$, Florida Statutes (1993); and

WHEREAS, two public hearings regarding the proposed Community Redevelopment Plan were duly noticed and held in accordance with Sections 163.346 and $163.360(5)$, Florida Statutes (1993); and

WHEREAS,
all prerequisites under the Act having been accomplished, it is now appropriate and necessary in order to proceed further with the redevelopment of the Community Redevelopment Area in accordance with the Act that a Community Redevelopment Plan for the Communty Redevelopment Area be approved;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NAPLES, FLORIDA:
Section 1. That a Community Redevelopment Plan pursuant to Section 163.360, Florida Statutes, for the Community Redevelopment Area generally described as including that area bounded on the North by 7 th Avenue North, on the East by the Gordon River, on the South by 6th Avenue South, and including Cambier Park, and on the West by 6th Street, and that portion of 5 th Avenue South continuing westerly to 3 rd Street South, as more particularly described in Exhtbit "A" attached hereto and made a part hereof; reaffirming the finding of the existence of one or more slum or blighted areas and a shortage of affordable housing in the city; defining the community redevelopment area; making certain findings and determinations; finding conformity to the Comprehensive Plan; authorizing and directing the Community Redevelopment Agency to implement the Plan; is hereby approved.

Section 2. That the above recitals are true, correct and incorporated into this Resolution by reference.

Section 3. That the City Council hereby reaffirms the finding in its Resolution No. 94-7098, adopted on January 5, 1994, that one or more slum or blighted areas, as those terms are defined in Section 163.340, Elorida Statutes (1993) exist within the City and that one or more areas in which there is a shortage of housing affordable to low or moderate income residents, including the elderly exist within the City.

Section 4. That the area designated in Resolution No. 94-7098, finding one or more slum or blighted areas to exist in the City and one or more areas in which there is a shortage of housing affordable to low or moderate income residents, including the elderly, as described in Resolution No. 94-7099, creating the CRA, which area is more particularly described in Exhibit "A", attached hereto and made a part hereof, is the Community Redevelopment Area for the purpose of this Resolution and the Community Redevelopment Plan approved hereby.

Section 5. That the City Council of the City of Naples makes the following findings:
(a) there has been prepared a Community Redevelopment Plan for development of the Community Redevelopment Area in accordance with the Act (such plan being hereinafter defined and referred to as the "Plan");
(b) the PAB, as the local planning agency of the City under the Local Government Comprehensive Planning and Land Development Regulation Act, has reviewed the Plan in accordance with the Act and has found it to be consistent with the Comprehensive Plan of the City;
(c) the CRA reviewed and approved the Plan on April 18, 1994, and recommended its approval to the City Council; and
(d) a notice of public hearing was timely published in a newspaper of general circulation and notice to taxing authorities was timely mailed as provided in section 163.346, Florida Statutes (1993), and two public hearings were held as required by Sections 163.346 and 163. 360 (5), Florida Statutes (1993).

Section 6. That the City Council finds that the Plan satisfies the requirements of Section $163.360(5)$, Florida Statutes (1993), and further finds that:
(a)
even though no families are anticipated to be displaced as a result of community redevelopment as proposed in the Plan, a feasible method exists for the location of such families in decent, safe, and sanitary dwelling accomodations within their means and without undue hardship to such families;
(b) the Plan conforms to the general plan of the City as a whole;
(c) the Plan gives due consideration to the provision of adequate park and recreational areas and facilities that may be desirable for neighborhood improvement with special consideration for the health, safety and welfare of children residing in the general vicinity of the site covered by the Plan; and
(d) the Plan will afford maximum opportunity consistent with the sound needs of the City as a whole, for the rehabilitation or redevelopment of the Community Redevelopment Area by private enterprise.
Section 7. That the City Council of the City hereby expressly finds that the Plan is consistent with and conforms to the provisions of the City's Comprehensive Plan in effect on the date hereof.

Section 8. That the City Council hereby expressly determines that it is appropriate, proper and timely that a Community Redevelopment Plan be approved at this time so that the provisions of the Act, and other resolutions, ordinances and laws may be utilized to further redevelopment within the Community Redevelopment Area. Therefore, the City Council does hereby approve as the Community Redevelopment Plan for the Community Redevelopment Area pursuant to Section 163.360(6), Florida Statutes (1993), the document entitled "City of Naples Community Redevelopment Plan' (the "Plan"), approved by the CRA on April 18, 1994, a copy of which is attached hereto as Exhibit "B" and made a part hereof.

Section 9. That the City Council expressly finds that the Plan is sufficient and adequate for carrying out community redevelopment in accordance with the Act, and approves same as the community Redevelopment Plan for the Community Redevelopment Area.

Section 10. That imediately upon adoption of this Resolution, the Plan is deemed to be in full force and effect for the community Redevelopment Area, and the CRA is authorized and directed to carry
out such Plan and exercise those powers granted by the Act, or such other powers as may be granted by law or ordinance.

Section 11. This resolution shall take effect immediately upon adoption.
PASSED IN OPEN AND SPECIAL SESSION OF THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA, THIS 18TH DAY OF MAY, 1994.


Attest:
Approved as to form
and legality:


94-7202


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Y
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Y
Y

## Exhibit A

That part of the city of Naples, Collier County, Florida situated in Section 34 Township 49 South, Range 25 East and Section 3, Township 50 South, Range 25 East described as follows:

Begin at the point of the intersection of the west right-of-way line of Goodlette Frank Road with the south right-of-way line of 7th Avenue North;
thence westerly along said south right-of-way line of 7 th Avenue North to the west right-of-way line of 8th Street North;
thence Southerly along said west right-of-way line of 8th street North to the north right-of-way line of 4th Avenue North;
thence Westerly along said north right-of-way line of 4 th Avenue North to the west right-of-way line of 6 th Street North;
thence Southerly along said west right-of-way line of 6th Street North to the north right-of-way line of 4th Avenue South;
thence westerly along said north right-of-way line of 4 th Avenue South to the west right-of-way line of 3rd Street South;
thence Southerly along said west right-of-way line of 3rd street south to the south right-of-way line of 6th Avenue South;
thence Easterly along said south right-of-way line of 6 th Avenue South to the east right-of-way line of West Lake Drive;
thence continue Easterly along a line extending to the intersection of the east right-of-way line of East Lake Drive and the south right-of-way line of 6 th Avenue South;
thence continue Easterly along said south right-of-way line of 6th Avenue South to the west right-of-way line of Park Street South;
thence Southerly along said west right-of-way line of Park Street South to the north right-of-way line of 8th Avenue South;
thence Easterly along said north right-of-way line of 8 th Averue South to the west right-of-way line of 8th Street South;
thence Northerly along said west right-of-way line of 8 th street South to the south right-of-way line of 7th Avenue South;
thence Easterly along said right-of-way line of 7 th Avenue south to the east right-of-way line of loth Street South; thence Northerly along said east right-of-way line of 10 th Street Southto the south right-of-way line of 6th Avenue; thence Easterly along said south right-of-way line of 6 th Avenue South to the east right-of-way line of 12 th Street South;
thence North along said east right-of-way line of 12 th Street South to the south right-of-way line of 5th Avenue South (S.R. 45 marked U.S. 41);
thence East along said south right-of-way line of 5th Avenue South to the center line of the western branch of the Gordon River;
thence south along said center line of the western branch of the Gordon River approximately 580 feet;
thence Easterly approximately 200 feet; thence South 155 feet; thence East 150 feet to the centerline of River Point Drive; thence North and Northeasterly along said centerline of River Point Drive 260 feet to the south line of Lot 1 of Beaumaris Subdivision;
thence Southeasterly, along said south line of Lot 1 of Beaumaris Subdivision approximately 500 feet to the center line of the easterly branch of the Gordon River;
thence Northeasterly along said center line approximately 300 feet to the north right-of-way line of U.S. 41; Northwesterly along said right-of-way line 450 feet; Northeasterly 385 feet to the waters of the Gordon River:
thence generally Northerly along the center line of the Gordon River to the intersection with a line being the easterly prolongation of the north line of the River fark East Subaivision;
thence westerly along said north line of the River Park East Sulodivision extended westerly to intersect the west right-of-way line of Goodlette-Frank Road;
thence Northerly along said west right-of-way line of Goodlette Frank Road to the Point of Beginning.




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A ROUNDABOUT FOR FOUR CORNERS. A NEW BUILDING FOR THEATERS AND THE ARTS ADDITIONAL ON-STREET PARKING bullding studies: THREE styles of architecture THE ARCHITECTURAL CODE AND THE REGULATING PLAN THE NEED FOR PROFESSIONAL PERMITTING SPECIFIC RECOMMENDATIONS, TENANT MIX, AND COORDINATED ADVERTISING IMPROVE THE PASSAGEWAYS AND POCKET PARKS ASSIGNED PARKING SPACES AND SAFER LOT DESIGN CREATE CONTINUOUS MULTI-USE PARKING LOTS ALLOW FOR APARTMENTS ABOVE STORES BULLDING SETBACKS AND ENCLOSED PROJECTIONS A BETTER WAY TO LIMIT BUILDING HEIGHTS SPATIAL DEFINTTION: A RATIO OF BULLDING HEIGHTS TO STREET WIDTH MODIFYING THE SIDEWALK AND INSTALLING AWNINGS LEARN FROM BOCA RATON'S MISTAKES
RETAIL SIGNAGE . . . . . bicycle paths LIMITED BUDGETS AND ELEMENTARY IMPROVEMENTS
NATURAL AND SCULPTURAL LANDSCAPING . . THE CURRENT CONDITION OF FIFTH AVENUE INTRODUCTION
CLOSING PRESENTATION BY ANDRES DUANY

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owners will rent to whomever they can. town feeling, the feeling of a neighborhood. The small-town stores will go out of business, and the building a small town, but its retailing must be cleaned up and sharpened. Otherwise, the city will eventually lose its small-
 shops, both of which the citizens of Naples want. But grime, fading posters, broken signs, and other junk are soincredibly good. There's no contradiction between successful retail and the small-town charm of neighborhood And what Bob was being diplomatic about today was that the competition that Fifth Avenue presents to them is he usually consults. What came through in that presentation was the extraordinary competence of those retailers. did exist, we had Bob give a presentation on what he does for the shopping center and mall developers for whom presentation I made the first day, Bob was out doing his job instead of speaking publicly here. To prove that he

 Bob Gibbs will present his findings first. Bear in mind, he is outlining recommendations and proposals regarding
typical examples. Each of the shop owners will be getting a report on his or her shop, all of which are included
 wrong color, or whe would be drowning in that detail and Bob Gibbs wouldn't have the time to conceptualize at a larger level
 detail about the individual shops: whether the jewelry counter is six inches off, whether its light bulbs are the retail consultant, Bob Gibbs, will give you. So there are two different scales of operation. I will talk abou
pedestrian movement, vehicular traffic, and landscaping-the overall aesthetics of the street. Bob will talk in
 They're general ideas, modifications, or suggestions ails the very specific and detailed recommendations that our This presentation comprises two scales of investigation. One is what we call general policies or general directives. here. and designs. Finally, the last two days, we closed the door and started producing the recommendations presented


 While this material was being collected and produced, there were ongoing public meetings with public officials,

 Perhaps I'll start by explaining what our team of architects and planners did in Naples the last six days - a short or three. There are relative costs; one might cost less than another and so forth. Determining the relative value very austere in our recommendations. We're not proposing a single solution to each problem; we're giving two over the length of Fifth Avenue, dwindles very quickly. So in the proposed plan, we've had to be very clever and merchants' associations, the city tax base and the public works - all that's available for funding, when spreadregarding all these elements; there is very little money to do much about anything. The property owners and planning that is necessary requires us to tinker with many small elements. There is one underlying factor may think that I've talked about apples and oranges and question why they are in the same barrel, but the detail


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 Along Fifth Avenue there are some spatially ill-defined spots or gaps where parking lots have been slipped in
Heading west, Fifth Avenue turns into a residential street of single-family houses and, eventually, the beach. [Fig. be limited and their speed and movement must be carefully controlled. to move to the rear of buildings. [Fig. 4] Traffic does not prevent a street from having a sense of place. Cars
must be limited in number, not eliminated. When you remove cars, you remove your shoppers. But cars must Moving west from the low quality urbanism of US 41 , the urban fabric of Fifth Avenue changes as parking begins


 the street space does not support pedestrian life, it will be nothing but a mall, an open-air mall, which has no hough the stores may initially draw people in, its location is perfect for the center of the City of Naples. But if into a community space, a civic space, a place where neighbors can meet and come to know each other. And it work competently from the point of view of retail, as Bob Gibbs discussed. Rather, Fifth Avenue must be made be a complete waste of time, and I admire that honesty. The key to reviving Fifth Avenue is not solely to make Transportation, the DOT, was honest enough not to have a crossing button for pedestrians on US 41. It would of its urbanism. It is virtually impossible to be a pedestrian on US Highway 41. Even the Department of Fifth Avenue east of Ninth Street, which is US 41, is distinguished from the west side by the extremely low quality so long, and the rail station on the other side. way to Naples from the east, such as the "Sin City" area [Fig. 3, lower left], whose potential has been debated for People who do not look at maps or do not fly around in airplanes fail to see what is happening to Naples. [Fig.

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 back. We don't want to make the mistake of getting rid of it just when it becomes the next trend. So, we propose




 learned a lot from what people have told us. One citizen, who was in Naples in 1963 when sculptural landscaping developers do this type of landscaping because it looks better - it's fashionable and easier to maintain. We've


 out-of-date. Just as architecture and storefront design follow trends, so does humanity's relationship to nature
 enjoy trimming bushes and put a lot of effort into it. The only problem with these bushes is that sculpting nature interestingly, the little strangely-shaped bushes are very well-trimmed. [Fig. 7] Obviously, municipal gardeners is in trouble. It's maintained as municipal grass is always maintained, which is marginally at best. But landscaping; the grass is not at all what it should be. [Fig. 6] Just compare it to any sharp retail street. The grass

is not dying; ten new shops are opening. It's doing okay, but not as well as other places nor as well as it could


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 dropping, but they have not collapsed. We talked to a demographer who concluded, "Naples will probably never иə્q әлеч Səן

advantage over other cities. From Fifth Avenue to the suburbs there is a continuous fabric of houses and apartments, which is a tremendous there's a burned out doughnut between downtown and the suburbs. In contrast, there is no doughnut in Naples ridden neighborhoods, in turn surrounded by middle-class and wealthy suburbs. Physically and demographically have retained their charm and have active office buildings, they are surrounded by run-down areas and crimeis that, unlike most downtowns, this one is not surrounded by a doughnut of poverty. Often, where downtowns

of the solutions and their costs is up to the citizens of Naples to decide.
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 But it is different in one major way: it is approximately ten years anead ofe toples. Whay and planner spoke to planner But it is different in one major way: it is approximately ten years ahead of Naples. Whatever is happening here, a wealthy city petrified of Miami, just like Naples, and has implemented many policies to prevent "Miami Creep." east coast, also does things well. It is also Naples' true sister city, because it has similar demographics. Boca is


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of traffic. in our plan, but we'd also like to stripe in bicycle paths - an easy and inexpensive way of controlling the speed the many people who bicycle, despite the absence of bicycle racks. We'll have bike racks and benches [Fig. 13] too wide. When roads are too wide, motorists drive tos mast. slow down. [Fig. 12] This makes it much safer for too wide. When roads are too wide, motorists drive too fast. By creating a four to six-foot wide bicycle path with

Bicycle paths are very easy to put in, because so many of the roads and the streets entering Fifth Avenue are simply

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hundreds of possible trees, select those that make sense here. look, that it isn't just Florida landscaping. There's a Naples look to create and reflect. Among the dozens or From them and others, we realized that we're on the right track. I reminded everybody that Naples has a certain species and their costs. [Fig. 11] An urban landscaper and someone from the garden club also gave us suggestions. local landscape architect, responded by giving us this suggestion list, which includes the specifying of indigenous We asked three people in our organization to give us ideas about landscaping on Fifth Avenue. Ellen Goetz, a truly appreciated. at forty-five miles per hour. So let's apply this abundant energy and goodwill to Fifth Avenue, where it can be in futility. We're very grateful, but beautiful landscaping is not appreciated by six or seven lanes of cars cruising әs! landscaping. [Fig. 10] The members of the garden club are raring to go! "Point us in the right direction," they And you don't have to visit shopping centers to see natural landscaping. The median on Sixth Street - as it
 sidewalk and put an awning over it, a twelve-foot arched awning. [Illus. A, lower right] Shop owners would then
be allowed to graft smaller awnings onto it from their entry ways. This would produce several benefits. The first

 The second solution comes from the fact that almost everybody who came to the charrette said that Naples is



 transforms the street the least. And if Fifth Avenue is going to have a new landscaping scheme, it should involve


 The first and easiest solution is to simply move the sidewalk closer to the storefronts, replant the area in the middle
sidewalk. There are two solutions for improving both. between which is the landscaping; and there is the paving over of the landscaping from the building to the

 Ки! resorted to paving the area between the sidewalks and their storefronts. This is the southern side of Fifth Avenue go over, go up, come back. The location of the sidewalk is about as bad as it could be. Some merchants have if jewelry is being displayed or not, nor can they read the titles in a bookstore. Window shopping then becomes моих 1, uор Кәч ‘хгем narrow space. But on Fifth Avenue, everything is done to keep people at least twelve feet away from the
 signs, and benches. And why is the center so cluttered up? To make shoppers walk close to the retailers' windows,

 make life miserable for pedestrians. As I will explain later, the modifications we're making for parking will slow motorists. When cars go fast, motorists can't read retail signs. They can't see what is being sold and their cars






 the higher the buildings. I can give you a very famous example. In Paris, a city many of us spend a fortune jus
 West, Winter Park, and Lake Forest have one attribute in common: the height of the buildings and the width of
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 whether to modify, eliminate, or leave it as it is.
 accelerate its implementation, we went ahead and got bids for its cost. [Fig. 18] We were working at such speed

It would be spectacular to start with something that transforms the street as radically as this awning will. So to
 the entire street, then to make a major mistake. Let's build one or one-half block and have a minor mistake that our fourth design; it's a highly massaged design. But if there's something wrong, it's better not to have furnished
 can do another. For now, we recommend that a section of this awning with lights be built, as an experiment to However, we don't have to decide on one solution for the whole street. One block can do one thing, the next block





 off the vertical piece for lighting the sign and a light for illuminating the building behind. If you've got a good

 architecture. The awning is like an armature of pipes, as shown in this rendering. [Fig. 17] The awning is as full Providing an arched awning over the existing sidewalk is an easy way of improving the Fifth Avenue's is calm and comfortable, which we're trying to preserve with our new codes.

 the Some positive attributes, which are important, are that they are calm and comfortable. There's a to tell you the truth - of modest architectural quality. The buildings are utilitarian, they're not aggressive in any

places have it. width ratios are maintained. All of the world's famous
 feel like a place. I can't overemphasize the importance




 Secondly, limiting the height of buildings along Fifth
then have a one-to-four height-to-width ratio will also decrease the ratio. [Illus. D] The street will



 tall; their trunks cannot create spatial definition. A palms that previously defined the space are now too to get serious about landscaping. On Fifth Avenue the there are two ways to decrease this ratio. The first is building to the right, it fails to define a space. Now, lot. Although there's a building to the left and a

 beyond the pale - a worst-case condition. [Illus. C]
By having parking in front the German deli produces beyond the pale - a worst-case condition. [Illus. C] space. [Illus. B] Unfortunately, Fifth Avenue is one-
to-eight, sometimes one-to-nine, which is completely three, although it relies on landscaping to define its
space. [Illus. B] Unfortunately, Fifth Avenue is oneIn Naples, Third Street is within the ratio of one-to--sәэe! d эџ!


## sense of place


 Florence, the ratio is three up to one across. What one-to-one and one-half. In most Italian cities, like
 floor, and four wonderful apartments on top. They're really delightful. You should see this building. Any
question, any fear of what a three-story building might be like, or whether it's dangerous to live above the store
 report, was the idea of having apartments above the stores. This is Robinson Court, designed by Al French and An extremely popular idea with all the focus groups, and which also appeared in the Old Naples Association

SヨyOLS ヨ narrow that even the most foolish among us would find their way out, it's not a problem an awning deeper than the building behind it, then it becomes a fire hazard. But if it is limited to something so very reasonable request, and was easily negotiated. It was a matter of finding what the limits are. If you make with six heads would cost between $\$ 750$ and $\$ 1,500$. It's very low tech, similar to installing pipe. So it was a the shop owner would have to install sprinklers and connect them to the portable water system. A sprinkler system

 story buildings with small, human-scaled, and enclosed storefronts projecting twelve feet into it up to the existing sidewalk. This will enhance Fifth Avenue's wonderful scale. The street will be lined with three the first floor to project into the street. [Illus. E, right] A solid roof can come forward, bringing the storefront business. And Fifth Avenue has bookstores and many other businesses. So we recommend that the code allow Awnings are wonderful if you are in the restaurant business, but they're not so good if you're in the bookstore which we propose for here. to the Old Naples Association, a lot of residents were enamored with the idea of outdoor dining and outdoor cafes, awnings are permitted over the setback, there will be more cafes than previously thought possible. According most cities have a terrible time just legislating where the chairs and tables is the possibility of having a full twelve-foot awning that doesn't interfere with pedestrian traffic. If most cities have a terrible time just legislating where the chairs and tables can be placed. But built into Naples' setback is actually private; 1 to the building facades. [Illus. E, left] Most awnings are an imposition to pedestrian movement. And We debated an awful lot about how to handle the twelve-foot setback of the building from the sidewalk. This
be flat tops and none of the beautiful gables that are in the tradition of Naples' oldest buildings. an old-time domestic looking main street, reward the creation of pitched roofs. Measure to the eaves and let wil codes at measure the peaves and let the determined by measuring to the peak of the roof, which forces developers to build flat-roofed bulldings. The Because the code is ambiguous, there is another problem regarding building heights. Building heights are now


 are not enough spaces is because they are so badly managed. There is such a hodgepodge. As shown in this วІวप วү! peak use, according to the city's statisticians, is 806 spaces. This means that, at any given time, even during the

 -วSn 」әч8! There is a tremendous advantage to the multiple-use of parking lots. If parking is used at different times of day
by different types of users, it's much more efficient. The Institute of Traffic Engineers, or ITE, rates it much higher.
For example, a parking lot which is assigned exclusively to a restaurant or exclusively to a doctor's office has an
efficiency of one. If a parking space is available to different users during different times of day - for residents,
workers, and shoppers - its efficiency is increased to one point four (1.4). The same parking space has a much
 Fifth Avenue will strictly control the architectural aesthetics something else architects do these days, even a two-story building can be hostile. The code we are writing for But if the architecture is done in an aggressive style of mirrored glass or style, especially a low-key Florida vernacular, then three stories is not overwhelming. The world is full of three-
 КEM əures salespeople during the day and by residents at night. Office, retail, and residential parking can be shared in the a mixed-use street where people can live, work, and shop. Restaurants can be used by office workers and Apartments above retail makes sense, economically and socially. We really do hope that Fift Avenue becomes bus take interested citizens and developers to these towns to see how successful apartments above shops can be.




 rentable because of over-building. The office market is completely over-built throughout South Florida. But this and lights will be on in the evenings. Second, for the next ten years there will be only so much office space that's on the street. When people start to live on Fifth Avenue, it will be a safer place. More people will be on the stree
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the efficiency of the private parking.

 These columns analyze the private parking behind buildings. [Illus. H] As I mentioned, there are now 1,468




 the city and property owners' perspectives, it's really worth doing. the higher rating. Immediately, every lot is more valuable, which allows every building to expand. From both (1.4) spaces. So we propose that when landlords on the block get together and do this, their parking should receive would be applicable. In other words, a parking space would be more than one space, more like one point four uses-are revealed in this drawing. [Illus. G] It's horrifying how empy efficiency of the ITE shared parking rate วSneวaq are siol ouly How is it going to be funded? We have an incentive system. Parkig these parking lots-
 so neighbors would avoid flooding each other's parking. Leveling them would require a coherent design. It's no because all parking lots are at slightly different levels. The drainage system has an ancient and secret covenant,

 efficiency, the re-striping, the repainting alone increases the number of parking spaces by twenty-five percent.





 be a very expensive oversight. So people are insecure about parking in the back. Is it private or is it public? Is



 Fifth Avenue could be. But parking can't be removed without rewarding the owner. That would be merely of this parking lot, but it's an awful piece of work. It's far below the level of Naples, far below the level of what 11 parking lot in front. [Fig. 19] I haven't spoken to all the tenants or even the landlord to see what they think There are other problems up and down the Fifth Avenue. For example, somehow the German deli acquired a 7-- иві!
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 perfectly awful way of going from the back to the front. This is not in any way a pedestrian-friendly throughway improvements. The city should be able to say, "Yes, but in your case you really have to do something about this buildings, but the city should also have the power to ask owners of certain buildings to make specific


## 









 вuiə assigned. You don't park on the red unless you know it's for you. This coding would be a very simple; it would danger of receiving a fine for parking illegally. For example, the yellow spaces are open and the red spaces are And it gave me the idea that if two colors are used, the driver would know immediately whether he or she is in Ralph Lauren might have designed it. The gold on black is very elegant. A little Dom Perignon type parking. looking at this parking bumper in one of the lots and realized, "Wow, isn't that elegant?" [Fig. 22] It looks as if want their own parking spaces, and will want to maintain some level of punishment if others use them. I was

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 - are We heard many complaints about what an awful experience it is to get a building permit in Naples. There were
anecdotes that would make your jaw drop. Let me give you a few: what actually happened and what the solutions

## THE NEED FOR PROFESSIONAL PERMITTING

 [Fig. 27] Bob recommended that the advertising be comprehensive and well-distributed. The Naples Daily hasterrific advertising rates. If it selects the day, a full-page ad is $\$ 750$ - an extraordinary bargain. as can six antique stores or six restaurants. This is the first step toward a group ad, with a square for each store. has enough clout to bring in people thirty miles away. But a collection of shops, like the six jewelry stores, can, Coordinated advertising is crucial to any concerted effort to attract customers. No single shop on Fifth Avenue
 competing with mall managers, for going out and finding a terrific restaurant in the wasteland of US 41 and so Naples' leasing agents need to go out and recruit retailers. This document is an instrument for aggressively shopping centers. You can no longer pretend it's 1975 or 1963. The mall managers out there are very aggressive, are now raiding Fifth Avenue. They are coming in and making great offers to entice tenants to relocate to their center and mall manager goes out and finds the tenants needed for specific locations. By the way, those managers document for correctly determining its tenant needs. Active, thriving retail will not just happen. Every shopping for a leasing agent go out and get tenants. With Bob's proposed tenant mix, Fifth Avenue will have a thorough interior recommendations for improving its efficiency and productivity. This document will make it much easier with recommendations for improvements; exterior recommendations for improving its facade and signage; and the following: a picture of the store; a description of the store, including square footage; a plan of its sidewalk for a retail store, which incorporates his evaluations and suggestions. [Illus. I] As part of our final report, it incudes BobGibbshas already spoken about the micro-management of retail, but here is a typical Specific Recommendation
 only when there are windows like these on the side does a place feel safe and interesting enough to be in. [Fig. ‘sə!pnis [eכ!8o[0!


law, he must administer it, which he does very well simple version that could be used. What the city cannot do is ask the fire marshal not to administer the code. By
 long like Naples'. I haven't asked the fire marshal whether it's mandatory to use that fire code. It might be a state

 Building here is not a good investment because it's such a free-for-all, partly caused by several state and federally The revival of Fifth Avenue is hampered by its reputation for having unpredictable growth and development.

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 process will become more professional. have given their okay, then the drawings will get a stamp verifying their approval. In this way, the permitting
 being submitted, which causes more confusion than clarification. So we will devise a system of presentation and her rear. The fire marshal and the building inspe-trofessional drawings, sketches, and handwritten corrections are Unfortunately, skeches and verbal agreements can be misiterpreted, which and everyon hate the small-town of building modifications an owner or builder submits. Or at the site he will say, Yes, I gue to cover his o up. The fire marshal, for example, is trying to be a nice, small-town civil servant by accepting the little sketch difficult period of transition from small-town, down-home methods to big-city economics. This town is growing ridiculous you did to them. It was one-to-one. What is happening is that Naples is now going through a very are doing their jobs. For every story about something ridiculous they did to you, they had a story of something





 let me say that we were able to negotiate very reasonable compromises with the fire marshal and building



 -!!̣q әq ues јечм pue sres The solution is to change the code if the code is stupid. With an intelligent code, having bureaucrats who can
administer it that well would be wonderful. The lesson of this anecdote is: change the rigid correlation between 'ıәәдs u!̣еш ио К!!
 re-facaded. This, on Fifth Avenue, is an example of absolutely substandard architecture. [Fig. 31] It wouldn't mansards and awnings, can be modified in two ways. They can be built up to two or three stories or they can be

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 This is the Regulating Plan, which has to do with rules for regulating the frontages on Fifth Avenue. [Illus. K]
 of building on it. So far, everyone has responded positively to this simple code. Perhaps, it can become the code





 Fifth Avenue should have an architectural code as straightforward and simple as one in a PUD. We've been to go to City Hall or to get a lawyer.
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THE ARCHITECTURAL CODE AND THE REGULATING PLAN

 construction of highways and bridges. So I suggest that the additional 181 parking spaces, especially yif they are
increased to 253 by the shared parking rating, be given to the first developers who rebuild their buildings with әч1 01 ภu!





 spaces - just for the price of paint. This view from where we worked, Park Street, is typical of inefficient onnot be less efficiently striped. By re-striping the streets more efficiency, we created an additional 181 parking Mostly parallel parking, the number of spaces on the street that belong to the city is 180 . However, they could In addition to the private parking behind buildings, the city has numerous public parking spaces on the street.

ONIY甘甘d LAGYLSS-NO TVNOILIGGV box with mansard will no longer be tolerated. We can write a code that limits build dings to one of these or we can write a code that allowsall three. But the existing something to talk about. These drawings show the same building being treated in three different ways. [Fig. 30] not baroque Bermuda, or do we limit the street to a more homogeneous look the way Palm Beach does? That's So the question is, do we permit all three styles, which is possible as long as they are restrained - Bermuda but hyperactive, overly ambitious architecture.


 white tile roof. It's not Mediterranean, nor is it of Boca Raton or Palm Beach. It's a Bermuda look, but it is about style. Al French's building, shown earlier, is in this style. It has a nice, bright color with restrained trim and a
 style. It offers a unique opportunity: Fifth Avenue can have a fifties look. built in the fifties. It was never done with any inspiration and it wasn't done with a great deal of soul, but it is the of Miami Beach is like this style, and people love it. In many ways, your main street is that style, though it was The second sylye, which ay think it is completely out of date, but now it is the "in-est" hing to build. The Art Deco a box with thin balconies, which is clearly the Old Florida Cracker vernacular. [Fig. 32] Architecturally, Naples is unique because it has three distinct styles. The first style is the original Cracker





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 with free parking. profitable, but the first to build them should still be rewarded


 foot to build and the land were rated at $\$ 25$ a square foot, both Gibbs explained that even if the apartments cost $\$ 100$ a square In going over the numbers with a very skeptical developer, Bob
 the street is completely rebuilt. Free parking is a great incentive awnings - will get free parking, which will run out long before
 those developers who follow the Master Plan - adding one or


 Gables two blocks from my house that I've observed for fourteen years in amazement -it's incredible how badly








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 or, "Where is the left turn I want to take to go north?" because everyone had a different problem with it. For example, "I can't believe I can't get into this parking lot,"



A ROUNDABOUT FOR FOUR CORNERS


 tremendous shot in the arm for downtown Naples. In the evening, it would have a tremendous effect on the





 It's unbelievable that Naples' cultural institutions are being so maltreated. That's the only word for it. If Naples Well, this is the kind of nighulife that the most sophisticated cities have. or in these stores. It would have a spectacular effect, not only on the street economically, but also on the sort of !njuneaq e areans ol qпן uapres aчl laŋ pare!pandde anyway, and they're too expensive. The royal palms and
flowers are what's important to have, and will be more anyway, and they're too expensive. The royal palms and negotiate it away. [Fig. 35] Fountains rarely work all the time enormously tall fountain, so that when they say no, Naples can beauty is distracting to drivers. Accordingly, we put in this negotiate with the DOT. The DOT is completely convinced tha


 southwest comer looses some space and will have to be been left untouched. Unfortunately, the liquor store on the


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handle it. The two additional lanes are what make it so successful





 no room for error. Nor can the driver hesitate, which would
 where three lanes come in and the roundabout is only three that's unfair. It's true for only a certain type of roundabout, one Roundabouts have a reputation for being difficult to use. But








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Parking Utilization



[^0]REPLACESIDEWALK
ADD TREESTO LANDSCAPING


| (DRAFT. FEBRUARY 4, 1994, pending comments from the Cley of Naples and the Fifth Avenue South Property Owners'Assoclation.) <br> The Fifth Avenue South Code <br> Inance in amendmient of the Compreheneive Development C.... of Naples, Florida, that establishes The Fifth Avenue South District as an overlay zoning district and adopte Urban Regulatione and a Regulating Plan to guide ite development. |  |
| :---: | :---: |
|  |  |
|  | Comprehensive Development Code of Naples is hereby ammended by: |
| (1) | Establlsting the boundaries of The Fifit Avenue South District on a pre-existing map flled in the Bullaling and Zoning Division titied "Clity of Naples Zoning Map". |
|  | Adding a special mapentited the "Regulasing Plan of tre Fifth Avenue South District" to the Comprenersive Development Code. |
|  | Adding to the Comprehensive Development Code the following text entitied "Urban Regulations of the Fifin Avenue South District": |
|  | : Ion 7-5.4 THE URBAN REGULATIONS FOR THE FIFTH AYENUE SOUTH DISTRICT |
| A. | INTENT: <br> The purpose of this section is to encourseg and dreec: development within the Flith Avenue South D1strice. Thi:s section shall ensure that new bullalings are encouraged; that such bullalings are compaible with each other whlle also relatingtothe pedestrian: thsi retailibe safeguaroed along specific street frontages; that renovas:ion be equitable for all scales of ownership: and thas ine permieting process be simplitica and facilizated. The design of bullalings on Fifth Avenue South 5 hail be regulazed and approved in accordance with the provisions of ithis section. |
| B. | GENERAL PROVISIONS: |
| (1) | The Fifth Avenue South Code (This Code) consists of the Regulating Plan and the Urban Regulations. |
|  | The provisions of This Code, when in confilict, shall take |


|  | precedence |
| :---: | :---: |
| (3) | The provisions of the Standard Bullding Code, when In confict. shall take precedence over the provisions of This Code. |
| (4) | This Code shall determine the design of all private bullalings with Frontrage Lines as deslgnated on the Regulating Plan. Other bulldings shall be subject to the provisions of the exxsting Comprenensive Development code. |
| (5) | The design of Civic Bulldings shall not be subject to these Regulations, but shall be negotlated with the Seaff Action Committee (SAC) and the Naples Planning Advisory Board. |
| (6) | Locszions designased on the Regulating plan for Terminased Viszess shall recelve specilal atcention from the SAC. These locations shall be provided with s.rchieccturs festures ofenhancedcharacterand visibllty. |
| (7) | Locasions desigrated on the Regulating Plan for New Garages or Civic Buildings shall be reserved for such deveicprierio. |
| (8) | The stess marked on the Regulasing Plan for Special Landscape Treaiment shall be subject to cooperative des'gn by tre property owrers and the ciry as decermined by tre SAC. |
| c. | SPECIFIC PROVISIONS: |
| (i) | Bullding Helght. The various elemeris of bulldirg height stasil be deermined as follows: |
|  | i.1. Buidirgs stall be a msximumof 3 stories and 42 fee, above sidewalk grade. |
|  | 1.2 S-ories st sidewalk level shall be no less than 12 fee: in height from finished ficor to finished ceillng. |
|  | 1.3. A Trarsition Llire shall be provided at the top of the first story. The transition shall be detailed to receive ar awning. |
|  | 1.4. Paraking garages shall be no more than one deck above grade. |
| (2) | Bullaling Placement. Buldaling and theirelements shall be |


| placed on thelr b |  |
| :---: | :---: |
|  | 21. Single story facades shall have no minimum front setback. Allotherfacades 5 hall have a mandatory setback of 10 fecth |
|  | 2.2 In the absence of $a$ bullding facade, $s$ strectwall shall be bulle along the Illne of the adjacent bullaling facade. |
|  | 2.3. Side setbacks are not required. |
|  | 2.4. Rear facades shall be ses back a minimum of 50 feet. |
|  | 25. Inthe event of adjacerti pre-exissing setbscks, an adjustment may be allowed or required by the SAC. |
|  | 26. Awnings may encroach the sldewalk inits entirecy but must avold the municipal planter areas. |
|  | 2.7. Loading docks and service areas shisll not be permitted on Frontage Lines. |
|  | 2.8. Surface parking lots shall not be permitited on a Frontage Une. |
|  | 29. All bullaings shall have their princlpal pedestrian entrance on a Frontage Line. |
| (3) | Bullaing Use. Bulldings shall accommodste the following range of u5e5: |
|  | 3.1. First stories shall be for commercial use only Upperstorles maybeforcommercialor resident\||a| use. |
|  | 32. Commercial or residential uses $s$ re required to $a$ minimumdepth of 30 fees from sine Frontage Line on all stortes. The remsinligg depth may be used for parking. |
|  | 33. Seating for outidoor dining sinall be permitted to encroach the public sldewalks with the except:on of a 5 ft ciear pedestrian passsge. |
|  | 3.4. Parking exposure on a Frontage Line shall be an opening not wider than 25 feet. |
|  | 3.5. Newspaper vending machines shall not be permitted along the Frontage Line. |
| (4) | Bullding Area. The bullding ares shall be calculated as a function of the number of parking spaces provided $8 s$ follows: |
|  | 4.1. There 15 required a minlmum of 3 off-street parking spaces for each 1000 square feet of commerial use and 1.5 parking spaces for each residential unit and Ifor each iodging unlt. Parking |



the decision by the S.A.C.
 to the ciry Council. The opporiunity for such an appeed
 Redeveiopmenti Agency.
 wave-5 to tr:is section and appeai's to decisions of the fion mine regulaz:onsof this code. Applications requesiing Walver. The SAC shall not be su:horized tog-ant waivers



Drawings. All submittals Involirag nodedications towalls
Sinail be drawn snd scaled by an architect or engineer
 ON (JVS) oryyumos woindy \#815 241 os ponitwans د9 IISu5 xam 4
 (1) Application. Beforebegegnninganylmprovementson private

PROCEDURES FOR DESIGN APPROVAL:

Aquorum shall be necesssiry for conducting the business
of tre SAC. A majority of the duly appointed members
consiltutes a quorum.
(4) Meetings of the SAC shall be open to the public out publlic
notice is not required.
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409 - Raymont James . .
445 - GoBo's Restaurant
447 - Vacant . . . .
455 - Flamingo Florist . .
457 - Rose' De Paris . .
465 - Glenna Moore Antiques
467 - Bon Appetit . .
469 - The Old Wooden Sled.
483 - Linen Loft. . .
485 - Anella's Fashions .
487 - Amold's Hair Design .
489 - Spice of Life Restaurant
491 - Olden Naples T-Shirt . 405- Southern Exposure Hair Design 405 - Adelaide BLOCK B 399 - Dreyfus 395 - Ode Naples Realty. 391 - Ode Naples Realty 335 - Poggen Pool. 335-Tom Groan 315 - Hatters and Haircutters
325 - Vacant . . . 305 -Ad Miller and Associates Realtor
315 - Hatters and Haircutter BLOCK A


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745 - Wynn's Market .
 BLOCK E yưqsuo!pen-169 659 - Song \& Story $643 / 647$ - Vacant/Jki Mikki's
655 - Vacant . . . 625-5th Avenue Cafe/Bodega Bar
$643 / 647$ - Vacant/lkki Mikki's . 603 - Thompson Strong
613 - Piccadilly Square BLOCK D 589/99 - Admiral Properties/PJ's Cafe 539 - Grace Lake Florists
541 - Crabtree . .
555 - Pair Tree . . .
555 - Vacant . . 535 - Baron D' Orr .
537 - Nina Of Naples . 535 - Baron D' Orr 505 - Vacant . .
505 - Optical Shop .
505 - Cafe International
505 - Heritage Securities
531 - Vacant . . . . หวотя
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## Fifth Avenue South


Legend

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Fifth Avenue South
Specific Recommendation Key

## Block A


SPECIFIC RECOMMENDATIONS
㘳岂
FIFTH AVENUE SOUTH，NAPLES，FLORIDA
RECOMMENDATIONS
DISPLAY PHOTOS OF HONES AND PROFERTIES IN UPGRADE AND TRIM LANDSCAPING
LEAVE LIGHTS ON INTO EVENING leave lights on into evening


## PROBLEMS

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[^1]INTERIOR RECOMMENDATIONS NONE NOTED UILDING SPECIFICATIONS BUILDING SPECIF－16［4］1402080 OWNER＇S ADORESS： 305 STH AVENUE SOUTH

TENANTS／USES： 305 －AD MILLER \＆ASSOCIATES，

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& \text { PROBLEMS } \\
& \text { NONE NOTED } \\
& \text { RECOMMENDATIONS } \\
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OBSERYATIONS ，




305－335 FIFTH AVENUE SO． 1 OF 127

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FIFTH AVENUE SOUTH, NAPLES, FLORIDA

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& \text { RECOMMENDATIONS } \\
& \text { UPGRADE AND TRIM LANDSCAPING } \\
& \text { LEAVE LIGHTS ON INTO EVENING }
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EXTERIOR RECOMMENDATIONS
ObSERVATIONS
WELL MAINTAINED BUILDING
OBSERVATIONS
WELL MAINTAINED BUILDING

PROBLEMS
Landscaping is too dense and high
WELL MAINTAINED BUILDING LANDSCAPING IS TOO DENSE

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FOURTH STREET



[^2]NONE NOTED problems VERY FINE WOMEN＇S CLOTHING
WINDOW DISPLAYS ARE OPEN TO LET YOU LOOK IN THE SHOP INTERIOR RECOMMENDATIONS

SIDEWALK IN GOOD CONDITION
ADELAIDES PRESENTS AWELL LIT，FRESH VERY WELL MAINTAINED LANDSCAPING
OF CLIPPED BOXHEDGES AND TALL BEAUTIFUL．NEW BULLDING WITH GROUND NONE NOTED
FLOR RETAIL AND SECOND FLOOR EXTERIOR RECOMMENDATIONS PROBLEMS

FOURTH STREET



$\begin{array}{ll}\text { LAND AREA：} & 22.500 \mathrm{SF} \\ \text { GROSS LEASE AREA：} \\ 20,090 \mathrm{SF}\end{array}$
$\begin{aligned} & \text { 409－RAYMOND JAMES OFFICE } \\ & \text { ASSOCIATES，NYSE }\end{aligned}$
405－SOUTHERNEXPOSURE RETAIL
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BUILDING SPECIFICATIONS

[^3] RECOMMENDATIONS
 swaาgoyd
 WELL RUN BUSINESS INTERIOR RECOMMENDATIONS
OBSERVATIONS


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 SIDEWALK IN GOOD CONDITION
YERY GOOD PARKING LEAR WITH NICE
 observations EXTERIOR RECOMMENDATIONS problems
none noted

CONTINUE HIGH I．EVEL OF MAINTENANCE RECOMMENDATIONS
FOURTH STREET

 SIDEWALKIN GOOD CONDIIION
VERYGOODPARING REAR WITH NICE
LANSCCAIING REAR

BUILDING HAS YERY NICE FLORIDIAN STYLE NONE NOTED
VERY WELLMAINANED LANSCAPNGOF
EXTERIOR RECOMMENDATIONS PROBLEMS

$\begin{array}{ll}\text { LAND AREA：} & 22,500 \mathrm{SF} \\ \text { GROSS LEASE AREA：} & 20,090 \mathrm{SF} \\ \text { BUILDING CONDITION：} & \text { GOOD } \\ \text { NUMBER OF FLOORS：} & 2 \\ \text { PARKING ON SITE } & 13 \\ \text { PARKING ON STREET } & 5\end{array}$

OPEN VIEW TO INTERIOR FROM SIDEWALK AND STREET RECOMMENDATIONS
 sw 3 Igord NONE NOTED INTERIOR RECOMMENDATIONS
SNOIL甘aNヨWWOJヨy ગI」lコヨdS





 UPGRADE INTERIOR FINISHES
DIFFUSE FLORESCENT LIGHTING
IIPROVE GLARITY OF MENU RECOMMENDATIONS VIEWS INTO KITCHEN SHOW CLUTTERED COUNTER AND WORK AREA
POOR，HARSH LIGHTING PROBLEMS TYPICAL NON－CHAIN，FAST FOOD RESTAURANT INTERIOR RECOMMENDATIONS


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FIFTH AVENUE SOUTH


 $\begin{array}{ll}\text { PARKING ON SITE } & 23 \\ \text { PARKING ON STREET } & 2\end{array}$


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 ONE OF FIFTH AVENUES MOST POPULAR
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FIFTH STREET






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BUILDING SPECIFICATIONS
PLAT／LOT： REMOYE TAPED ON MENUS \＆SIGNS FROM GLASS KEEP SHADES OPEN AT ALL TIMES REDECORATE WITH COLORS，WALL TREATMENTS，FINISHES
EXTEND HOURS \＆OFFER LIGHTDINNER MENU
KEEP SHADES OPEN AT ALL TIMES RECOMMENDATIONS

POOR LIGHTING
DATED WALL TREATMENTS AND SEATING NEEDS OYERALL UPGRADE TO CONTEMPORARY LOOK
POOR LIGHTING swalgoyd
 INTERIOR RECOMMENDATIONS
OBSERVATIONS

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FIFTH STREET


FIFTH STREET


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IMPROVE GENERAL PRESENTATION OF A T－SHIRT SHOP
 INSTALL SHELF SYSTEM WITH T－SHIRTS FOLDED AND SNOILYONヨWWOวヨУ SPECIFIC MERCHANDIZING ISSUES swヨาgord

 INTERIOR RECOMMENDATIONS
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\begin{array}{ll}
\text { BUILDING SPECIFICATIONS } \\
\text { FLAT/LOT: } & \text { RG-16[8] 14O372 } \\
\text { OWNER: } & \text { JOSEPHW. TEEBO } \\
\text { OWNER'SADDRESS: } & 3430 \text { GULFSHORE } \\
& \text { NAPLES, FLORIDA } \\
& \\
\text { TENANTS / USES: } & 505-\text { YACANT } \\
& 505-\text { THF OPTIC }
\end{array}
$$ NONE NOTED SNOIIVANヨWWOJヨy NONE NOTED swalgoyd NONE NOTED OBSERYATIONS INTERIOR RECOMMENDATIONS

SNOILVANヨWWOOヨぬ ગI』IOヨdS
FIFTH STREET





IISIN LON OIC－SINヨWWOO ON SNOILVONヨWWOJヨy

IISIA ION OIG－SLNEINWOD ON swヨigord HO COMMENTS－DID NOT VISIT INTERIOR RECOMMENDATIONS

SNOIIVANヨWWOOヨy JIflogdS


 BETTER FIXTURING FOR GLASS
RE－DO WINDOWS WITH CLEAR GLASS TO SNOILVONヨWWOつヨa

OBSERYATIONS PROBLEMS observations

EXTERIOR RECOMMENDATIONS





SNOILVONヨWWOOヨy $\begin{array}{r}\text { SNOILVAyヨsso } \\ \searrow O I d \exists \perp X \exists\end{array}$
 REPLACE SIDEWALK
ADD EVENLY SPACD TREES TO FILL VOIDS IN
LANDSCAPING

$$
\begin{aligned}
& \begin{array}{l}
\text { 19 वэyows } \\
\text { swalsoyd }
\end{array}
\end{aligned}
$$



ONILHSIา ヨ1VOdn SNOIIVONヨWWOJヨy sw37goyd NONE NOTED INTERIOR RECOMMENDATIONS INTERIOR RECOMMENDATIONS

SNOIL甘aNヨWWOOヨヌ つI』IJヨdS



EXTERIOR RECOMMENDATIONS
＊alyO7ヨ ‘sヨld

SNOIL甘のNヨWWOOヨy ગI』lコヨdS

INTERIOR RECOMMENDATIONS
OBSERYATIONS
alon anon swalgodd swa7e वgion anon sNOIVANヨWNOכヨadoldalN



 LAND AREA：
GROSS LEASE AREA：
15，000 SF
$5,900 ~ S F$




SヨSn／SINVNヨ1
 OGION ANON
SNOILVANGWWOJBy aglon anon swalsoyd none noted INTERIOR RECOMMENDATIONS
OBSERVATIONS

NONE NOTED RECOMMENDATIONS PROBLEMS
NONE NOTED NONE NOTED INTERIOR RECOMMENDATIONS
OBSERYATIONS

SNOI上VaNヨWWOJヨy ગI』IつヨdS
HLOOS 3 INN 3 AV HLIII


GENERALLY NICE APPEARANCE
GOOD SIDEWALKS
 OBSERYATIONS EXTERIOR RECOMMENDATIONS NO BARRIER－FREEACCESS
DATED SIGNAGE AND BUILING FINISHES problems
$\forall$ वlyOld ‘Sヨ7d
 ADD UPDATED BENCH
SUGGEST ADDITIONAL STREET TREE／PALM TREE
PLANTINGS AT VACANT \＃531 HEAD－IN DIAGONAL PARKING IN FRONT OF BLACK
REPLACE OLD TILE ON STORE FRONT UPGRADE AWNINGS AND STORERONT
RELLACE AWNING WITH A COLOR OTHER THAN UPGRADE SIGN ON BULIDING FRONT
UPGRAD AWNINGS AND STOREFRONT OF SHOPS－POSSIISLY AT WESTERN END
OF THE FOUR SHOPS install barrier－Free access for this grou SNOIIVONBWWOJヨy


|  | Lヨayis NO ONIXXVd IIS NO 9NIXZVd <br>  <br>  VヨコV aNV1 |
| :---: | :---: |
|  <br>  IVIヨy＇Sヨ7dVN $\ddagger 0$ ONIN－$\angle \varepsilon G$ <br>  |  |
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|  |  |
|  | ：Ssayaov sianmo |
| 200089280＊ | ： $107 /$／ $1 \forall 7 \mathrm{NM}$ |
| SNOILVOI」1 | gdS ONIa7Ing |

 SNOI


## problems no barrier



 RECOMMENDATIONS SヨHSINIJ ONV SヌOTOS QヨVO ヨWOS swヨาgodd none noted



> NOIIVAヨ7ヨ צOOר』O1dn Sdヨ1s

swalaoyd EXTERIOR RECOMMENDATIONS





SLVTS MOONIMNヨdO＇ヨาgISSOd NヨHM
OヨLON BNON
NONE NOTED
INTERIOR RECOMMENDATIONS
OBSERVATIONS
SNOILVaNヨWWOJヨy ગI』IOヨdS




47nos anนว^丬 47f!」
REDUCE HEIGH
BETWEEN SIDEWALK AND CURB
PRUNE DECIDUOUS TREE AND SHRUES


 ヨHOIH $\exists 0$ ヨNO OL NOIS NOBN BOVZOdn
GIVE DISPLAYS MORE PRESENCE



REDUCE CLUTTER AT SALES COUNTER ADD ACCESSORIES FOR MERCHANDISE
REDUCE NUMBER OF CLOTHES ON RACKS STVM 77V ヨ ヨNOWヨコ
 PROBLEMS NICE SELECTION OF MERCHANDISE INTERIOR RECOMMENDATIONS
OBSERVATIONS
SNOIL甘CNヨWWOOヨy つIヨIOヨdS


|  | $\begin{array}{r} 01 \\ 99 \\ 0009 \\ \pm 5090 \times \varepsilon \\ \pm 5009 \times 6 \end{array}$ | 1ヨヨコ1S NO SNIXYVd <br> ZIIS NO SNIXYVd <br> ：NOIHIONOO 9NIAาIng <br> ：$\because \exists ป \forall ~ \exists S \forall \exists า ~ S S O ン 9 ~$ <br> $: \forall \exists \boxtimes \forall$ ONV |
| :---: | :---: | :---: |
| INVYOV1Sヨy TIV1ヨy |  | ：SヨSn／SLNVNヨ |
|  | Oヤ6\＆\＆$\forall$ Oly HInOS Lヨヨyls هلا $16 \varepsilon$ $7 \exists 9 N \exists \times \forall W 7 \exists H \perp$ 10008001061 ［c］91－Ly SNOIIVOI」Iコ | ：SSヨåaOV Siajnmo yヨnMo ：107／1V7d dS ONIa7Ing |

HINOS ZnNEMY HLIAG


ADD OUTDOOR DINING IN THE FRONT GARDEN


 SNOILVANヨWWOJヨy


 SNOILVONZWWOJヨy

UNDER CONSTRUCTION－NONE NOTED PROBLEMS UNDER CONSTRUCTION－NONE NOTED INTERIOR RECOMMENDATIONS


IISIA ION वIA－－BION BNON SNOILVANawwojay LISIA LON OIA－ABLON ヨNON swaleoyd NONE NOTED－DID NOT VISIT INTERIOR RECOMMENDATIONS
OBSERYATIONS

SNOII甘のNヨWWOJヨy ગIヨlOヨdS


$\exists 7 g \forall ว 17 d d \forall 10 N$ SNOIL甘のNヨWWOכヨy ヨาg＊ว1าdd $\forall \perp O N$ swalgoyd ヨาgヲว17ddV10N snolivayaseo INTERIOR RECOMMENDATIONS
SNOIL甘のNヨWWOOヨタ ગI』IOヨdS



 ADD SPIGN INTERIORS WITH AN HISTORIC IMAGE UPDATE FIXTURES AND FINISHES EXTEND HOURS M．WHEN MORE RESTAURANTS OPEN NEARBY


 Wヨ OL NOIS $\exists$ SNVHO
SNOILVONヨWWOJヨy DATED FIXTURES AND FINISHES
 swalgord TOO MUCH MERCHANDISE ON DISPLAY INTERIOR RECOMMENDATIONS
OBSERYATIONS
HLOOS ヨחNヨAV HLAコ




－
FIFTH AVENUE SOUTH


SEYENTH STREET



QGION BNON swalgordd
2－m

 ヨ＞フO！

SEVENTH STREE


 PROBLEMS NONE NOTED INTERIOR RECOMMENDATIONS
OBSERYATIONS

SNOIIVCNヨWWOOヨy JI』IOヨdS


FIFTH AVENUE SOUTH



ADDING A TWELVE FOOT HIGH CLOCK
WHICH WILL PRESENTA STRONG
IMAGE TO THE STREET EXTERIOR RECOMMENDATIONS PROBLEMS

ADD DIFFUSERS TO FLUORESCENT LIGHTS display tasteful signage of name brands sNOILVANヨWWODヨa



TENANTS／USES


$\begin{array}{ll}\text { PLAT／LOT：R8－16 } & {[6] 19011080008} \\ {[7] 19011080000}\end{array}$
ECIFICATIONS
R8－16 $[6] 11901108$
$[7190108$
$\forall \exists y \forall d O H S X \searrow O M$ aNV $\exists ว 1 \exists j 0$ N $\exists \exists y ว s$ SNOILVONZWWOJヨy dOHSX』OM ONV ヨว1』 $\ddagger 0$ OヨSOdXヨ swヨlgoad HIGH QUALITY LINES OF MERCHANDISE
MERCHANDISE BEAUTIFULLYILLUMINATED
GOOD QUALITY LIGHTING FIXTURES INTERIOR RECOMMENDATIONS
OBSERYATIONS


 בd $\forall 3 S 0 N \forall 7$
SWヨาgoyd OBSERVATIONS





EIGHT STREET


SNOILVANヨWWOJay

QIION ヨNON
SNOILVANヨWWOJヨy
IBlON $\exists$ NON
swalgoyd NONE NOTED INTERIOR RECOMMENDATIONS
OBSERYATIONS

SNOII甘のNヨWWOOヨy コIコIJヨdS


 BILRUPTED M EXTERIOR RECOMMENDATIONS
OBSERVATIONS
Hよココ swalgoyd


INTERIOR RECOMMENDATIONS
OBSERVATIONS
NONE NOTED－DID NOT VISIT
PROBLEMS
NONE NOTED－DID NOT VISIT
RECOMMENDATIONS
NONE NOTED－DID NOT VISIT
SNOIL甘aNヨWWOJヨy コIヨ1コヨdS

 LOCATION HAS MUCH AUTO TRAFFIC AND NARROW SLIVER SHOP WITH YERY LIMITED EXTERIOR RECOMMENDATIONS problems


SヨSn／SLNVNヨ1
$\begin{array}{ll}\text { BUILDING SPECIFICATIONS } \\ \text { FLAT／LOT：} & \text { R9－16［T］19O12440005 } \\ \text { OWNER：} & \text { VAULT SYSTEMS INC．} \\ \text { OWNER＇SADDRESS：} & \text { 27OO GORDON DRIVE } \\ & \text { NAPLES FLORIDA } 33940\end{array}$

RETAIL
1NVYn＊1Sヨy
FIFTH AVENUE SOUTH


 $\begin{array}{ll}\text { LAND AREA：} & 6,750 \mathrm{SF} \\ \text { GROSS LEASE AREA：} & 3.695 \mathrm{SF} \\ \text { BUILDING CONDITION：} & \text { FAIR }\end{array}$
 $\begin{array}{ll}\text { PLAT／LOT：} & \text { RG－16［7］19012440005 } \\ \text { OWNER：} & \text { VAULT SYSTEMS INC．} \\ \text { OWNER＇S ADDRESS：} & \text { 2700 GORDON DRIVE } \\ & \text { NAPLES．FLORIDA } 33940\end{array}$ BUILDING SPECIFICATIONS NO NEED TO FUSH THE HALLMARK BRAND NAME REVISE LOGO TO EMPHASIZE GIFTS
RELOCATE INTERIOR DISPLAY REDUCE NUMBER OF STICKERS INSIDE
REMOVE STICKERS FROM DOOR
 RECOMMENDATIONS CLUTTERED APPEARANCE Swヨigoud CAMERA SALES ARE SLOW WINDOW DISPLAYS NOT AS CRITICAL FOR INTERIOR RECOMMENDATIONS
OBSERYATIONS



PUT SOMETHING SEASONAL AND INEXPENSIVE NEAR ENTRANCE
USE FREE－STANDING RACKS ONE CAN ENCIRCLE
FUT \＄1O＇TOUCHABLE＇ITEMS BY THE REGISTER DISPLAY ACCESSORY PECES ONLEFTWALLIVE NEAR ENTRANCE MAKE IT FEEL COMFORTABLE TO PASS BEHIND THE COUNTER
REPAINT LEFT CLOTHING WALL ADD SOMETHING IN THE STORE THAT IS WELL LIT AND CAN BE SE
NOT TOO FAR FROM WINDOWS．IIE．ILLUMINATE REGISTER AREA SNOILVONヨWWOJヨy人 $\forall 7 d S I Q$ NO $\exists$ SIONVHOンヨW ヨaOW SaヨヨN PROBLEMS ALMOSTPEFFECT
DIFFUSER LIGHTS AND SPOTS
NICE ACCESSORIES INTERIOR RECOMMENDATIONS
OBSERVATIONS
SNOIL甘aNヨWWOつヨy ગI』IつヨdS

EXTERIOR RECOMMENDATIONS



[^5]
IISIN 10 N ala－$-\exists I O N$ ヨNON SNOILVONヨWMOJヨy
LISIA $\perp O N$ aIO－$-\exists \perp O N$ ヨNON swalaoyd NONE NOTED－DID NOT VISIT SNOIL甘イyヨsqo INTERIOR RECOMMENDATIONS SNOIIVaNヨWWOJヨy ગl』IコヨdS
HLOOS ヨחNZAY H H



NONE NOTED RECOMMENDATIONS 03.1ON $\exists \mathrm{NON}$ PROBLEMS GOOD PROFESSIONAL REAL ESTATE INTERIOR INTERIOR RECOMMENDATIONS

SPECIFIC RECOMMENDATIONS


THIRD STREET


NONE NOTED EXTERIOR RECOMMENDATIONS

PROBLEMS


RECOMMENDATIONS
SN




BUILDING PRESENTS APPROFRIAIE
ARCHIECTURALSTLE．MIASSING AND
RETAIL FRONTAGEFOR FIFTH AVENUE OBSERVATIONS swalgoyd

 SNOILVONヨWWOכヨy
 swargoyd
 INTERIOR RECOMMENDATIONS
OBSERVATIONS

SNOILVaNヨWWOOヨぬ ગI」IOヨdS




ヨาgISSOd SY HONW SV NヨdO SONI7』 MOONIM ヨAVヨา
MOONIM WOYd Syヨ1SOd ヨAOWヨy SNOILVONヨWWOOヨy
 swalgoyd gHTICULI 10 GIE INIO OFFICE INTERIOR RECOMMENDATIONS
OBSERYATIONS

SNOIL甘のNヨWWOOヨヌ JIJIJヨdS

UPGRAEE DOOR TO WOOD OR PAINTED METAL.
ADD A CUSTOM WORK AREA-I.E.. COUNER TOP

DISFI.AY IIGHTED LOGO SIGNS UP TO 11:00 P.M.



वBION $\exists N O N$ SNOILVANヨWWOコヨy OG1ON $\exists N O N$ swalgoyd agion anon INTERIOR RECOMMENDATIONS

| ヨ903H NMOC WIV1 |  | ヨnNヨヘVヨH1 $20 』$ NOIIVINヨSヨyd <br>  <br>  |
| :---: | :---: | :---: |
| SNOILYANヨWWOJヨa | swalgord | SNOILVAy |

fifth ayenue south



QヨION ヨNON
SNOILVONヨWWOJヨy
OBLON $\exists N O N$
SWヨาgoyd
aヨION $\exists N O N$ INTERIOR RECOMMENDATIONS
OBSERVATIONS

SNOII甘のNヨWWOJヨy コI』IコヨdS

fifth avenue south

$\begin{array}{ll}\text { OBSERYATIONS } & \text { PROBLEMS } \\ \text { NONE NOTED } & \text { NONE NOTED }\end{array}$
FIFTH AVENUE SOUTH, NAPLES, FLORIDA
one noted
EXTERIOR RECOMMENDATIONS

 swalaodd





[^6]

$L Z 1 \pm 08 \angle \cdot O S \exists \cap N \exists \wedge \forall H \perp \exists l \exists 99-O 9 \vdash$

CREATE MORE OF A RETAIL，AND LESS OF A REPAIR WORKSHOP
CHARACTER DISPLAY LESS AND STORE MORE OF THE MERCHANDISE
IMPROVE LIGHTING－ADD SPOTS SNINIヨHS ヨNOXdWI
SNOILVANヨWWOJヨy

FIXTURING AND FINISHES ARE OUTDATED－HOME SPUN LOOK
DIFFICULT TO FIND MERCHANDISE－TOO MUCH CLUTTER PROBLEMS
 SNOILVANヨWWOOヨy SNOILvaygsao

SNOI」甘aNヨWWOOヨy ગI』IつヨdS MPROVE SHELVING AND DISPLAY AREA
ISPLAY LESS AND STORE MORE OF THE
FIFTH AYENUE SOUTH


WEST LAKE DRIVE

yOOO ONV SMOONIM＇INOXAヨMOLS BOVyOdn
 פNOTV S
 snollvanawwojay

BUILDING HAS A NEW INTERIOR DESIGN AND
HOME ACCESSORIESTENANT VACANT STORE FRONT GIVES A VERY

$\qquad$



ON aIa－$-\exists \perp O N$ BNON
SNOILVONEWWOJヨy
NONE NOTED－DID NOT VISIT problems none noted－did not visit INTERIOR RECOMMENDATIONS

SNOIL甘のNヨWWOOヨy JIコIJヨdS


FifTH AVENUE SOUTH

 REMOYE OR REPLACE
ADD SITE FURNITURE ADD LANDSCAPING - REDUCE CONCRETE AREA
REMOVE OR REPLACE AWNINGS
 sNOILVANヨWWOJay

LOTS OF WALK BY PEDESTRIAN TRAFFIG
WELL PAINTED，CLEANED，AND MAINTAINED
FAIRLY WELL MAINTAINED SIDEWALKS
GOOD BUSINESS FOR LOCATIN EXTERIOR RECOMMENDATIONS
OBSERYATIONS PROBLEMS
NSTE
CENTE
EIS $V$
OUTDATED SIGNAGE
BUILDING NEEDS FIFTH AVENUE PERIOD LOOK
INSTEAD OF HIGHWAY 41 STRIP
CENTER LOOK
OUTDATED
BUILDING NE APLES

FIFTH AVEIUUE SOUTH




RETAIL

：SヨSn／SLNVNヨ」 OWNER＇S ADDRESS： BUILDING SPECIFICATIONS
PLAT／LOT：
RLVTA［10］ 11430400007

 SNOILVONヨWWOJヨy

LIGHTING IS MIXED．TOO MUCH GLASS OR TOO DARK SWヨาgoyd none noted INTERIOR RECOMMENDATIONS
OBSERYATIONS

| ヨnNヨAV H a3NIVINIVW वNY＇ロヨNYヨาว＇aヨlNIVd 77ヨM H1OW SNIaาing S．096 SNOILVAyヨSgo SNOILVaNヨWWOOヨy ぬOI\＆ヨ1Xヨ |
| :---: |
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 RECOMMENDATIONS
 PROBLEMS
 INTERIOR RECOMMENDATIONS
OBSERYATIONS
SNOILVANヨWWOJヨy ગItIOヨdS
hinos annaxy hlall
 WINDOW DIS swヨาgoyd
 กソ1S』Oス － OBSERVATIONS FlFTHA



SNOILVONヨWWOJヨy
FIFTH AVENUE SOUTH





$71 \vee 1 \exists y$
$7 V 1 \exists y$
$7 \mid \forall 13 y$

$\begin{array}{ll}\text { PLAT／LOT：} & \text { RLVTA } 9111430360008 \\ \text { OWNERI } & \text { DES JARDINPACIFIC } \\ \text { OWNERS ADDRESS：} & \text { G3I STNSON } \\ & \text { SAINTLAURENT，QUEBEC }\end{array}$ BUILDING SPECIFICATIONS





YACANT STORE
NONE NOTED
sNOILVONawwojay YacAnt store
NONE NOTED swヨาgord VACANT STORE
NONE NOTED observations INTERIOR RECOMMENDATIONS GYOIS \＆NV $a \exists 1 O N \exists N O$
$\exists \searrow O \perp S \perp N \forall O \forall$ SWヨาตอ
fifth avenue south


 （2 1ヨヨals NO ONIXaV．1 $\begin{array}{ll}\text { NUUMBER OF FLOORS：} & 1 \\ \text { PARKING ON SITE } & 12 \\ & \end{array}$ $\begin{array}{ll}\text { LAND AREA：} & 11.050 \mathrm{SF} \\ \text { GROSS LEASE AREA：} & 3.591 \mathrm{SF} \\ \text { BUILDING CONDITION：} & \text { GOOD }\end{array}$
恋变
:SヨSn / SLNVNヨ1 OWNER＇S ADDRESS： BUILDING SPE
PLATILLT：
OWNER： 7｜ช1ヨy LOCATE SEASONAL DISPLAY NEARS DOOR OR WINDOW
IMPROVE LIGHTING WITH SPOTS AND FLOODS
 RECOMMENDATIONS CIRCULATION TO REAR IS DIFFICULT SEASONAL AND SALE MERCHANDISE IS NOT CLEARLY YISIBLE AND PROBLEMS NICE FRESH INTERIOR
DIFFICULTTO SEE INTERIOR FROM STREET INTERIOR RECOMMENDATIONS
OBSERYATIONS

SNOIL甘のNヨWWOJヨy ગI』1コヨdS
Hinos annaiv hiall


NONE NOTED－DID NOT VISIT NONE NOTED－DID NOT VISIT
RECOMMENDATIONS swalaoyd NONE NOTED－DID NOT VISIT INTERIOR RECOMMENDATIONS
OBSERVATIONS


PARKING ON SITE
PARKING ON STREET 4 $\begin{array}{ll}\text { GROSS LEASEAREA：} & 9,262 \mathrm{SF} \\ \text { BULDING CONDITION：} & \text { GOOD } \\ \text { NUMBER OF FLOORS：} & 2 \\ \text { PURKMG ON SITE } & 16\end{array}$ $\begin{array}{ll}\text { LAND AREA：} & 2.700 \mathrm{SF}, 12.850 \mathrm{SF} \\ \text { GROSS LEASE AREA：} & 9.262 \mathrm{SF}\end{array}$
：Sasn／SINVNヨ OWNER＇S ADDRESS： BUILDING SPECIFICATIONS
PLAT／LOT：RLVTA［5］1443OZOOOO3，
PROFESSIONALPARTNERS BUILDING SPECIFICATIONS SNOILVOIJヨaS ONIaTin



棈
fifth avenue south

 ACCESSORY SHOP．OR RESTAURA FRUNE DECIDUOUS TREE AT EASTEND
DEAL BUILDING USE WOULD BE IOME UFGRADE ORNAMENTAL PLANTING SNIOling OINI SMヨIA dn NヨdO



$\square \exists \perp O N \exists N O N$ sNOILVONヨwwOJヨy OヨJON $\exists \mathrm{NOH}$ swヨาgoyd
 INTERIOR RECOMMENDATIONS
OBSERVATIONS


WELL PROPORTIONED WINDOWS WITH FAKE
OPEN SHUTTERS
NICE SIGNAGE WHICH ARE TO THE WEST IN THE SAME
BUILDING
WELL PROPORTIONED WINDOWS WITH FAKE
OPEN SHUTTERS
NICE SIGNAGE
 ONE OF THE STREETTRACTVE BUILDINGS ON A ONE-STORY NE EXTERIOR RECOMMENDATIONS
 SNOILVONヨWWOכヨy
CITY MAY CONSIDER DIAGONAL PARKING
TO ADD ON STREET PARKING

| NONE NOTED WITH BUILDING BANKING ATTRACTS MANY INTO Along avenve |
| :---: |
|  |  |
|  |  |

Fifth Avenue South
Specific Recommendation Key

## Block J

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| :---: | :---: |
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| $\begin{aligned} & 1 \text { noso arm } \\ & 1 \\ & 1 \text { arava in } \end{aligned}$ |  |
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|  | 5000 |
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| 1 |  |
| 1 |  |
| 1 |  |
|  | - |

zaxis HL 8

A FIVE MINUTE WALK


EAST LAKE DRIVE


DARK TINTED GLASS IN FIRST STORY
CONCEALS INNER WORKINGS
 PATED BUIL PROBLEMS

IISIA ．ION AIA－SINEWWOD ON SNOILVONヨWWOJヨa
LISIA LON OIO－SINEWINOS ON swヨาgoyd NO COMMENTS－DID NOT VISIT
 SNOI上甘のNヨWWOつヨy ગI』IコヨdS

HINOS ヨחNヨAY HLЫI

FINE PERIOD LANDSCAPE BOLARDS MARK
 OBSERVATIONS PROBLEMS

HLOOS ヨחNヨAY HL－I」


SPECIFIC RECOMMENDATIONS

 RECOMMENDATIONS
$\ddagger 0$ น LITVno woyd s OF HIM．MAKES IT DIFFICULTFOR HIM TO COMPETE．
LACKS A COMMERCIAL IMAGE
STORE LOOKS LARGE AND VACANT PROBLEMS NEWLY OPENED JEWELRY STORE INTERIOR RECOMMENDATIONS
OBSERVATIONS MERCHANDISE IS FORCED BY LANDLORD TO USE INTERNALLY ILLUMINATED
FLASTIC SIGNS AS THE REALTORSDO ON EITHER SIDE
OF HIM．MAKESIT DIFFICULT FOR HIM TO COMPETE．
LACKS A COMMERCIAL IMAGE ITERIOR RECOMMENDATIONS
Fifth AVENUE SOUTH


 EXTERIOR RECOMMENDATIONS
fifth ayenue south


INCORPORATE BUILDING INTO THE PLAN FOR OTHER FLOORS
ADD AWNINGS ON BOTH SOUTH \＆NORTH SIDES

SNOILVANヨWWOכ彐ム
 11SH．1ON dled－A：HON 3HOH SNOIIVONヨWWOJヨ』 1ISIA $10 N$ OIO－OBION $\exists N O N$ PROBLEMS NONE NOTED－DID NOT VISIT INTERIOR RECOMMENDATIONS
OBSERVATIONS

 XTERIOR RECOMMENDATIONS
IBSERVATIONS

FIFTH AYENUE SOUTH



IISIA 1 ON OIA－OヨION $\exists$ NON SNOIIVONヨWWOJヨy LISIA LON ala－aヨ1ON $\exists \mathrm{NON}$ swヨาgoyd NONE NOTEO－DID NOT YISIT INTERIOR RECOMMENDATIONS

 INVOVA－919
NOIS $\begin{array}{r}\text { VIVH }\end{array}$
$7 \forall 1 \exists y$

IDEAL LOCATION FOR RESTAURANTS
EXTERIOR RECOMMENDATIONS
OBSERVATIONS
sw3าgoyd

## PARK STREET






：SヨSn／SINVNヨ1


$71 \forall 1 \exists コ$
PARK STREET


$\begin{array}{ll}\text { LAND AREA：} & 14,400 \mathrm{SF} \\ \text { GROSS LEASE AREA：} & 5,363 \mathrm{SF} \\ \text { BUILDING CONDITION：} & \text { GOOD } \\ \text { IUMBER OF FLOORS：} & 1 \\ \text { PARKING ON SITE } & 15 \\ \text { PARKING ON STREET } & 4\end{array}$



$\stackrel{y}{m} \stackrel{刃}{m}$

ヨาgVOITddV 10 N SNOILVANヨWWOJヨy ヨาgVว17dd $\forall 10 \mathrm{~N}$ swヨาgoyd NOT APPLICABLE INTERIOR RECOMMENDATIONS
OBSERYATIONS
SNOIL甘のNヨWWOJヨタ ગI』IJヨdS



ADD A LIFE－STYLE DISPLAY WITH HOME ACCESSORIES
REPLACE CENTRAL LIGHTING FIXTURES WITH STRAIGHT LIGHT ARMS
OPEN DISPLAY WINDOW SACKS TO ALLOW A BETTER YIEW INTO STORE
KEEP LIGHTS ON INTO THE EYENING
ADD A LIFE－STYLE DISPLAY WITH HOME ACCESSORIES
NO REAL SIGNIFICANT PROBLEMS FOUND WITH INTERIOR
DIFFICULTTO SEE STORE FROM SIDEWALK AND STRET
RECOMMENDATIONS
swalgoyd
YERY WELL MERCHANDISE AND PLANNED
NIGELLGHTINGAND FITURES FOR BUDGET
SHOULD BE AN EXAMPLE FOR OTHERS
INTERIOR RECOMMENDATIONS
OBSERYATIONS
SNOII甘のNヨWWOつヨヨ ગIヨlコヨdS


XTVMヨaIS $\exists H \perp$ NヨヨMıヨg ONId
LHOI
LHOIGHNI ヨOnaga aNV ヨNndd SMOONIM


 ADD SPOT LIGHTING ON NEW SPECIALTY SALE ITEMS

PARK STREET



 swヨาgodd NICE SELECTION OF SPECIALTY JEWELRY
INTERIOR WAS UNDER CONSTRUCTION INTERIOR RECOMMENDATIONS

SNOIIVaNヨWWOJヨy ગIlコヨdS
$\searrow 7 \forall M$ ヨLNNIW $\exists \wedge!\lrcorner \forall$


FIFTH AVENUE SOUTH


PARK STREET




| 15089.01 15000.81 |  |
| :---: | :---: |
| IyvN Jlyayd－ 069 <br>  |  |
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|  | S3s |
| OS 1 ¢эyıs Hiнola | ：ssayoov siajnmo |
|  |  |
| SNOIIVOİIOヨdS SNIGII |  | BUILDING SPECIFICATIONS

 SOLOHd NO SLHOITLOdS HLMM SNILHOIT ヨMOZdWI SNOILVANヨWWOวヨะ
 รเพヨายดyd
 INTERIOR RECOMMENDATIONS
SNOIL甘のNヨWWOวヨy วlヨlコヨdS
HINOS ヨNNヨAY HLJIJ



[^7]$\qquad$
 ヨコVNのIS ヨlVadn OUTDATED AND CLUITERED INTERIOR
OUTDATED SIGNAGE
RECOMMENDATIONS swaาeoyd
 INTERIOR RECOMMENDATIONS
OBSERVATIONS

SNOIL甘のNヨWWOつヨy วlヨlコヨdS


PAPK STREET
 PROBLEMS
VERY OUTDA

EXTERIOR RECOMMENDATIONS



GOOD LOCATION FOR BUSINESS


OBSERVATIONS EXTERIOR RECOMMENDATIONS
OBSERVATIONS PROBLEMS
TOORLYMA


$\begin{array}{ll}\text { LAND AREA：} & 9,000 \mathrm{SF} \\ \text { GROSS LEASE AREA：} & 5,462 \mathrm{SF} \\ \text { EUILDING CONDITION：} & \text { GOOD } \\ \text { NUMBER OF FLOORS：} & 1 \\ \text { PARKING ON SITE } & 8 \\ \text { PARKING ON STREET } & 2\end{array}$






Uヨ．LON INON
SNOILVONヨWNODヨy
－$\exists 10 N$ INON SWヨาgoyd INTERIOR RECOMMENDATIONS
OBSERVATIONS

SNOIL甘ONヨWWOつヨヌ OI』IJヨdS
hinos annanv hlala


 PARKNG ONSITA
PARKNG ON STREET
5


 swaาgoyd YERY LIGHT AND ATTRACTIVE
APPROPRIATE FOR TRAYEL AGENCY INTERIOR RECOMMENDATIONS
OBSERYATIONS
SNOILVaNヨWWOOヨぬ ગI』IコヨdS sNOILVONヨwพOวョ





SNOIL甘のNヨWWOつヨy コIコIJヨdS

EIGHT STREET


SNOILVONヨWWOэヨy



LISIA LON aIa－SLNEWWOO ON SNOIL $\forall$ ONヨWWOJヨy
lisia lon ala－singwnoz on swヨ7goyd

LISIA LON OIO－SLNEWNOJ ON INTERIOR RECOMMENDATIONS
OBSERVATIONS
SNOI上甘のNヨWWOJヨヌ ગIJlうヨdS
HINOS ヨחNaAY HLIII




EIGHT STREET


EIGHT STREET
FIFTH AVENUE SOUTH
位

> OPEN 365 DAYS AYEAR
GOOD LOATAON ON BREEZWAYTO
BACK PARKING LOT
EXTERIOR RECOMMENDATIONS


NINヨヘヨ OLNI NO S」HつIา ヨヘVヨา SNOILVONヨWWOJヨy aヨLON $\exists$ NON swaาgoyd VERY AFPROPRIATE
WELL FINISHED AND FURNISHED INTERIOR RECOMMENDATIONS
SNOILVANヨWWOOヨy ગItloヨdS

FIFTH AVENUE SOUTH

 POOR PARKING AND ACCESS FROM FRONT
DIFFICULTTO SEEINTERIOR MERCHANDISE FROM problems
municipal
 GOOD VINYL LETTERING
GOOD CLEAN IMAGE
WELL PAINTED MOST CUSTOMERS ENTER FROM REAR EXTERIOR RECOMMENDATIONS
OBSERVATIONS PROBLEMS DIFFICULTON STREET PARKING FROM FRONT
AWNING SIGNAGE IS DATED MUNICIPALP


FIFTH AVENUE SOUTH, NAPLES, FLORIDA
fifth avenue south


[^8]ValyO7ョ ‘Sヨ7dVN‘H
FIFTH AVENUE SOUTH，NAPLES，FLORIDA

sNOIIVQNヨWWOวヨy
PORR LIGHING
YERY SIMPLEINISHES
problems
VERY POPULAR LOCAL RESTAURANT INTERIOR RECOMMENDATIONS
OBSERYATIONS

SNOILVANヨWWOOヨy ગI』IOヨdS


NINTH STREET



SヨצกปXI』 ONV ONILHOIT＇STVIZヨコVN＇SヨHSINI」 ヨaVyOdn SNOILYONヨWWOJヨy

SNIMヨI＾ロヨ111NIา swヨ7goyd DATED INTERIORS OBSERVATIONS INTERIOR RECOMMENDATIONS

SNOILVANヨWWOOヨy गlfIJヨdS





[^9] EXTERIOR RECOMMENDATIONS
OBSERVATIONS

 SNOILVONヨWWOכヨy QBION 3NON \＄2．00 HIGH QUALITY WELL DRINKS S A WEEK INTERIOR RECOMMENDATIONS
OBSERVATIONS

SNOIIVaNヨWNOOヨy ગIJIJヨdS


[^0]:    
    SNOIL甘のNヨWWOOヨ SNOIIVAぬヨSяO
    
    SWalsord
    
    
     snolvanawwojay

[^1]:    EXTERIOR RECOMMENDATIONS
    OBSERYATIONS
    OBSERVATIONS
    GOOD BUSINESS TYFE FOR FIFTH AVENUE
    WELL MAINTAINED BUILDING

[^2]:    INSTALL SPOTLIGHTING FOR WINDOW DISPLAYS
    PUT DIFFUSER GRATE ON FLORESCENT LIGHT TO REDUCE GLARE
    CONSIDER LEAYING INTERIOR LIGHTS ON INTO THE EVENING SNOILVANヨwNOJヨy

[^3]:    LEAVE INTERIOR LIGHTS ON INTO THE EVENING REPLACE TINTED GLASS WITH CLEAR GLASS
    UPGRADE BOTH FRONT AND BACK ENTRY DOORS WITH POLISHED

[^4]:    
    
     sNOILVanヨwwosay

[^5]:    GIIHM XOIVG INIVd
    USE LOW GROUND COVER, NOT 4' TALL SHRUBS
    BEST LAND USE WOULD BE COMMERCIAL SHOPS

[^6]:    
    SNOILVONヨWWOJヨy

[^7]:    

[^8]:    GOOD BUSINES

[^9]:    

