



**Memorandum**

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Date: March 27, 2017

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To: Roger Reinke, Assistant City Manager  
City of Naples/Naples CRA

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From: Richard D. Cannone, AICP, Planning Administrator

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Subject: CRA Board April 5, 2017 - Final Recommendations

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Project: Naples D-Downtown District Regulation Review

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**Purpose**

The purpose of the D-Downtown Zoning District Regulation Review was to analyze the previous studies, existing regulations, current market conditions, and recommend changes to the zoning regulations that will incentivize redevelopment and achieve the stated purpose of the CRA.

The primary goal of the City of Naples is to provide a tool through the CRA that will guide private and public initiatives for creating economic development, improved physical characteristics, encourage investment in Downtown Naples, improve the quality of life for residents, and establish a framework for the proper evolution of the CRA District.

**Market Analysis**

A component of the overall district analysis was a market study, which was completed by Lambert Advisory. The market study provides for the following conclusions:

1. City of Naples forecasts limited population growth; however, surrounding PTA shows measurable growth.
2. Multi-family housing is the key driver to the CRA/D-Downtown growth.
  - Represents combination of for-sale and rental.
  - Market rate rental housing should be met with near term demand; financial viability needs to be tested.
  - Considerable “pent-up” demand for Workforce housing.
3. Opportunity for select service hotel within 3 to 5 years.
  - Market supports quality brand.
4. Moderate level of demand for retail near term, but can be expanded over time as housing increases and broader revitalization efforts take hold.
  - Encourage local/regional businesses.



5. Limited demand for office.
  - Medical office in connection with hospital.
6. Support redevelopment of critical mass requires relaxation of regulatory constraints.
  - Increase height to encourage housing.
7. Mixed use should not be required district wide.
  - Mixed use (including retail) oriented to main thoroughfares.
8. Parking is a critical element to redevelopment planning, particularly as it relates to revitalizing smaller parcels.
  - Identifying optimal location of centralized parking is crucial to maximize utilization and impact within D-Downtown.
  - Centralized parking garage can be a joint public/private effort; but, will require at least some level public subsidy.

### **Board/Community Meetings**

#### CRA Advisory/Community

Conceptual ideas were presented at the CRA Advisory Board on November 28, 2016.

#### CRA Board/Community

Preliminary recommendations were presented at the CRA Board meeting on January 17, 2016.

#### Design Review Board and Planning Advisory Board/Community

Updated preliminary recommendations were presented at a joint meeting between the Design Review Board and the Planning Advisory Board (See Exhibit A - Summary chart outlining Preliminary and DRB/PAB Recommendations, DRB/PAB Direction, Modifications, and Final Recommendation).

### **Final Recommendation**

Many times, the challenge to attracting new investment is to reduce the initial cost of that investment or provide for incentives. Incentives or cost reduction measures come in many forms. They can be as simple as eliminating or modifying regulations that increase cost.

Based upon the analysis of existing land uses, current code requirements, market analysis, public input, public workshops/meetings and direction from joint meeting between the Design Review Board (DRB) and the Planning Advisory Board (PAB) we have prepared the following fifteen (15) final recommendations for the CRA Board to consider. Included with this final recommendation is a strikethrough and underline version of draft language for Chapter 58, Division 30 - D Downtown District (see Exhibit B) relative to these recommendations.



**1. Workforce Housing**

- a. Create a Workforce Housing Floating Zone for the “core area” of the district (See Exhibit C).

**2. Permitted and Conditional Uses (Sec. 58-903. - Uses permitted; Lines 54-85 & Sec. 58-904. – Conditional uses; Lines 91-129):**

- a. Residential only on 10th Street permitted use instead of conditional use.
- b. Auto Rental from permitted use to conditional use.
- c. Plant nurseery from permitted to permitted as an accessory use.
- d. Clarify animal boarding is not included as a conditional use with a veterinary office.
- e. Allow live-work units as a conditional use.
- f. Allow townhouse units as a conditional use.
- g. Include outdoor dining consistent with Section 58-126.

**3. Maximum Density (Sec. 58-907. - Maximum residential density; Lines 148-198):**

- a. Establishes Core Area consistent with Comprehensive Plan Future Land Use Policy 1.1 (see Exhibit D).
  - i. The core area contains those parcels bounded by 5th Avenue South, 8th Street, 7th Avenue north, and Goodlette-Frank Road.
  - ii. Max density 12 units per acre overall.
  - iii. Residential density may exceed 12 units per acre, but not greater than 30 units per acre, on a specific site.
- b. Parcels outside of the core area limited to 12 units per acre.
- c. Includes transient lodging density rather than a footnote on the use table.

**4. Residential unit sizes (Sec. 58-908. – Minimum dwelling unit size; multifamily; Lines 200-204).**

- a. Allow for 500 SF Efficiencies.
- b. Limit Efficiencies to 25% of the total units.
- c. Establish minimum square footage for 3+ bedrooms.

**5. Building Setbacks (Sec. 58-909. - Building setbacks and setback zones; Line 210-262):**

- a. Revise minimum and maximum setback requirements based on Right of Way (ROW) widths.
- b. Modify side and rear setbacks.
- c. Establish Setback Zones (Circulation, Amenity, Activity) and requirements.
- d. Allow for open space credit for land dedicated for use of sidewalks.

**6. Building Heights (Sec. 58-910. Maximum building height; Lines 268-278).**

- a. Include that mezzanines are not counted as a floor provided they do not exceed 30% of the ground floor, regardless if open or closed.
- b. Establish building heights when abutting residential limited to 2 floors or 35’ for the first 50 feet.
- c. Revise height to be consistent with charter amendment.

**7. Site Design Standards (Sec. 58-911. - Standards for site design; Lines 280-355):**

- a. Establish Primary and Secondary Streets and related design requirements.
- b. Revise uses on frontage lines to allow residential on the first floor beyond 50 feet for all streets, not just corner properties on primary streets.



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- c. Incorporate section on underground and above-ground utilities.
- d. Incorporate section on Service bays, mechanical equipment, garbage and delivery areas.
- e. Require trash rooms be air conditioned.

**8. Building Design Standards (Sec. 58-912. - Standards for building design; 358-550):**

- a. Provide for building frontage requirements for primary and secondary streets, incorporating some of the existing standards.
- b. Include requirement for first floor uses.
- c. Revise language for awnings, canopies and arcades.
- d. “Via” requirement only when it connects to it connects to public parking, open space or plaza and allow it to be counted as open space whether open to the sky or closed. Eliminate requirement of dedication of via to the City.
- e. Provide for minimum design standards for parking garages.
- f. Allow for an “Alternate Design” from the standards, with Design Review Board review and recommendation and City Council approval.
- g. Exemption language for existing structures.

**9. Reduce auto repair shop access locations (Sec. 58-913. - Specific requirements for auto repair shops; Line 559):**

- a. Prohibit access from all Primary Streets. Currently allows for access off of Central Avenue.

**10. Expand District Boundaries**

- a. Required Future Land Use Map and Zoning Map Changes:

Expansion Area	Land Use Change	Zoning Change
<b>North</b>	Commercial Highway to Downtown Mixed Use	C2 to Downtown Neighborhood
<b>West*</b>	Residential Medium to Downtown Mixed Use	R3-12 to Downtown Neighborhood
	Increase downtown unit pool	
<b>Central*</b>	Residential Medium & Institutional to Downtown Mixed Use	R3T-12 to Downtown Neighborhood
	Increase downtown unit pool	
<b>South</b>	Not Required	C2 & C2-A to Downtown Neighborhood

**11. Create new parking pool for south expansion area.**

- a. Create a separate pool for parking.
- b. Allow allocations from the 6th Avenue South parking garage; Furthest point ¼ mile.
- c. Prohibit the purchase of on streets parking spaces to satisfy the on-site parking requirement.



**12. On-Site Parking & Landscaping (Sec. 58-915. - Parking facilities generally; landscaping; Lines 626-812).**

- a. Revise transient lodging ratio from 1.25 to 1 space/unit; Consistent with Comp Plan, Future Land Use Policy 1-1 (see Exhibit D).
- b. Revise parking analysis section to include criteria for review and quantitative analysis.
- c. Revised Surface parking standards.
- d. Prohibit head-in parking.

**13. On-Street Parking Standards (Sec. 58-916. - Standards for on-street parking; Lines 815-848):**

- a. Eliminate perpendicular parking on-street and replace it with angled parking.

**14. Public Parking Garage and Public/Private Partnerships**

- a. No consensus could be established for a public parking garage location.
  - i. Rather than identify a site that may not be optimal, it is recommended that the CRA remain open to a public/private partnership as an alternative to a public parking garage.
- b. Establish policies and procedures for Public/Private Partnerships in accordance with Florida Statutes, Section 287.05712, entitled "Public-Private Partnerships" (see Exhibit E).
  - i. Request for Proposals.
  - ii. Unsolicited Proposals.
    - 1. Establish fee for review/cost recovery.

**15. Unity of Title and Declaration in Lieu (Lines 992-1132)**

- a. Unity of Title
  - i. Prerequisite to the issuance of a building permit.
  - ii. all of the property encompassing the parcel proposed for development held together as one (1) tract of land.
  - iii. No part or parcel shall be conveyed or mortgaged separate and apart from the parcel proposed for development.
- b. Declaration of Restrictive Covenant in Lieu of a Unity of Title
  - i. Separate but contiguous and abutting parcels proposed for development owned by one (1) separate or multiple owners
  - ii. Use said property as one (1) parcel.
  - iii. Declaration of Restrictive Covenant in Lieu of a Unity of Title together with a Reciprocal Easement and Operating Agreement

**16. District name change (throughout Chapter 58)**

- a. Change the name of zoning district from "D-Downtown" to "DN-Downtown Neighborhood".



Also provided are the exhibits referenced above which include:

Exhibit A – Summary chart outlining Preliminary and DRB/PAB Recommendations, DRB/PAB Direction, Modifications, and Final Recommendation.

Exhibit B – Strikethrough and underline draft of Chapter 58, Division 30, D Downtown District; now titled Downtown Neighborhood District (DN).

Exhibit C – Workforce Housing Floating Zone Framework.

Exhibit D – Future Land Use Policy 1-1.

Exhibit E - Florida Statutes, Section 287.05712.

Exhibit F - PowerPoint Presentation for April 5, 2017 CRA Board Meeting.

Should you have any questions or need anything additional, please do not hesitate to contact me.

Attachments