

**Agenda Item 15.A  
Meeting of 8/21/24****ORDINANCE 2024-15434**

**AN ORDINANCE AMENDING THE CITY OF NAPLES COMPREHENSIVE PLAN; TO ADOPT THE CITY OF NAPLES VISION AS A NEW ELEMENT IN THE COMPREHENSIVE PLAN; PROVIDING FOR LEGISLATIVE FINDINGS AND INTENT; PROVIDING FOR SEVERABILITY AND CONFLICT; PROVIDING FOR CODIFICATION AND DIRECTIONS TO THE CODIFIER THAT THIS SHALL BE A SEPARATE NEW ELEMENT IN THE COMPREHENSIVE PLAN; PROVIDING FOR THE IMPLEMENTATION THROUGH THE STATUTORY STATE REVIEW PROCESS OF CHAPTER 163; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS,** Section 163.3167, Florida Statutes, which is a part of Florida's Community Planning Act, requires the City of Naples to maintain a comprehensive plan to guide its future development and growth; and

**WHEREAS,** in March 2020, the City Council unanimously adopted a motion to accept the document, "Naples 2020, Our Community's Vision for the Future"; and

**WHEREAS,** the City Council desires to add the Vision document as an optional element to the City of Naples Comprehensive Plan; and

**WHEREAS,** on January 11, 2023, the City of Naples Planning Advisory Board, serving as the local planning agency, reviewed the proposed amendment to the City's Comprehensive Plan as set forth in this Ordinance and found that it is consistent with state law, the state comprehensive plan, and the regional plan, and that it is internally consistent with all other elements, goals, objectives and policies of the City of Naples Comprehensive Plan; and

**WHEREAS,** the City's Planning Advisory Board recommended approval of this Ordinance amending the City of Naples Comprehensive Plan as provided herein; and

**WHEREAS,** the City of Naples has complied with all requirements and procedures of Florida law in processing this amendment of the City of Naples Comprehensive Plan including, but not limited to, Section 163.3184, Florida Statutes, as well as other controlling law; and

**WHEREAS,** an advertisement of the public hearing for adoption of the proposed ordinance was published in the Naples Daily News on the 11th day of August, 2024 as required by Section 166.041, Florida Statutes and City of Naples Code of Ordinances; and

**WHEREAS,** the City Council of the City of Naples is enacting this Ordinance as required by Florida law in order to protect the public health, safety and welfare; and

**WHEREAS,** for purposes of this Ordinance, underlined type shall constitute additions to the original text, \*\*\* shall constitute ellipses to omitted original text, and strikethrough shall constitute deletions to the original text;

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA:

- Section 1.     Legislative Findings and Intent.** The City Council of the City of Naples hereby adopts and incorporates into this Ordinance the above “Whereas” clauses as legislative findings of the City Council, as if fully set forth in this Section.
- Section 2.     New Vision Document; City Comprehensive Plan.** A new Vision Document Element of the Comprehensive Plan of the City of Naples is created to read as follows:

**City of Naples Vision**

*The enduring character of Naples reflects our commitment to protect and enhance the natural environment, and to preserve our small town feel and charm. These features, together with a positive business climate, sustain economic vitality. Residents place a high value on our town’s unique “sense of place”, natural beauty, quality of life, healthy economy, and ethical government; and actively engage and defend them.*

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### Background

In 2019, the City of Naples began a visioning process that started with four public workshops followed by an online survey that was noticed Citywide. The process focused on assessing the 2007 Vision to determine if the City had been successful in implementation and to decide if a change in direction or priorities was warranted.

During the workshops, the participants were asked to identify the current features and issues in the City of Naples and assess them in contrast to the 2007 Vision. The attendees were requested to develop seven-word aspirational statements. These responses were included in the final assessment and were used to develop the online survey. The online survey asked respondents to rate the level of importance of each feature and issue that had been identified in the 2007 Vision and to rate their level of satisfaction as to whether the features and issues had been addressed.

Additionally, respondents were asked to choose their top ten features and issues from a list that included both the features and issues of the 2007 Vision and the additional features and issues identified during the public workshops. The quantitative and qualitative results of this survey are attached hereto as Appendix A.

The results of the Vision Assessment concluded the residents place a high level of importance on features such as:

- The high-quality image of the City;
- The beauty and accessibility of the beaches;
- The cleanliness of the City; and
- The quality of medical care.

Regarding the issues, respondents placed a high level of importance upon the cleanup of Naples Bay and other water bodies, beach maintenance, red tide and erosion, transportation concerns, and redevelopment in the downtown including its impact on residential neighborhoods.

Among the highest levels of dissatisfaction were with the City's efforts to address transportation and traffic concerns, workforce housing, the water quality of Naples Bay, redevelopment, and beach related issues. These results provided clear direction for the City to target the following:

- Redevelopment must be measured to address the preservation of the City's character;
- Environmental issues such as the impact of stormwater runoff on water bodies and an emphasis on the preservation of the beaches and natural water bodies; and
- Community impacts to the residents of governmental actions.

The respondents indicated these goals be accomplished without negatively impacting the City's economy.

### Initiatives and Priorities

The City Council has reviewed the resulting document and determined that the following initiatives and priorities are appropriate to provide guidance to the elected officials, appointed boards and committees, and City staff in making decisions relative to capital projects, the City's annual budget, and the review of private development.

### **OUR PLACE – Preserve Small Town Character and Culture (Ranked Very Important Goal by 80% of Survey Respondents)**

We believe in maintaining and embracing the features that make Naples special: a town of residential neighborhoods, waterfronts, green spaces, boutique shopping areas, thriving arts, diverse special events, and friendly people.

### **SCALE OF DEVELOPMENT AND REDEVELOPMENT**

- We support our pattern of predominantly low-rise buildings that are designed with open space and greenery, and that are sized to be comfortable for people and in scale with the surrounding community and mitigate impacts on our environment.
- We support the provision of resources and infrastructure to meet existing needs, and we support continued evaluation of our infrastructure's adequacy to meet future needs.
- We will maintain the features of our shopping and dining districts that provide a unique sense of place, including comfortable and safe walking environments, high architectural standards, and non-intrusive structures.

### **HISTORIC ASSETS**

- Our City Pier, City Dock, Historic District within Old Naples, and historic buildings help convey the character of our community. We support the continued preservation, maintenance, and protection of these assets.
- We will advocate for the preservation of historic houses in the City, especially in the historic district.

### **SAFER STREETS AND TRAFFIC CALMING**

- Our streets will be scaled to accommodate opportunities for safe and comfortable walking and bicycling and calm vehicular flow.
- We will employ traffic management strategies for our major intersections with a focus on improving mobility and safety for pedestrians, bicyclists, and vehicles.

### **ZONING AND BUILDING CODE ENFORCEMENT**

- Our adopted plans and zoning code are blueprints for our community. We will ensure that any proposed additions or changes to the built environment adhere to our adopted plans and zoning code, and that standards for environmental responsibility are applied to construction activities.



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- We will keep our plans and zoning code up to date to ensure they always reflect the values of our community and serve the interests of the residents.

**OUR NATURE – Environmental Sensitivity (Ranked Very Important Goal by 75% of Survey Respondents)**

We believe in the stewardship of our land and protection of our beaches, bays, river, estuaries, and lakes through education and investment that supports clean water, clean technology, and resilient coastlines.

**WATER QUALITY**

- Our natural environment is the cornerstone of our economy, and its preservation is an overarching priority for our community's well-being and sustainability.
- Our Gulf beach, bays, and lakes are our community's premiere assets, and we will restore and sustain their health for future generations.
- To address the threats of harmful algal blooms, we will provide for adoption, education, and enforcement of water quality standards that strictly control detrimental impacts caused by human activity such as pollution generated by fertilizers, litter, and runoff.

**RECYCLING AND WATER RECLAMATION PROGRAMS**

We will maintain our recycling and water reclamation programs and improve them with available knowledge, technology, and resources.

**ENVIRONMENTAL ENHANCEMENT AND MONITORING**

- We support evaluating plans for new vegetation based on the right tree, right place philosophy to protect and enhance the health of flora and fauna in our community.
- We support monitoring the health of our coastlines, water bodies, drinking water, urban forest, and habitats to inform the design and implementation of maintenance and enhancement programs.

**STORMWATER MANAGEMENT**

- New public and private stormwater management systems will be designed, and older infrastructure improved, so that retention and treatment mimic natural systems to improve water quality and mitigate the impact of water quantity on City systems.
- Strategically address mitigation efforts to improve resiliency and protect against sea level rise.

**DRINKING WATER**

We will continue to invest in our potable water system to ensure the supply and distribution of Naples drinking water exceeds state and local capacity and quality standards.

**BEACH MAINTENANCE AND WATERBODY EROSION**

We will invest in programs for responsible re-nourishment and enhancement of the Gulf coast, bay, estuarine, and lake waters.

**RESILIENCY**

We will work with Collier County and the State on issues pertaining to sea level rise and flood prevention to preserve the long-term investment of property owners.

**OUR EXPERIENCE – Extraordinary Quality of Life for Residents (Ranked Very Important Goal by 71% of Survey Respondents)**

We value keeping our community safe, clean, healthy, and balanced with opportunities for living, working, enrichment, and play.

**SAFETY**

We support the maintenance of police and fire services that proactively ensure the safety of every resident through diligence, helpfulness, and performance at the highest standards.

**CLEANLINESS**

We will continue to invest in maintaining a clean and manicured appearance of our community.

**AFFORDABILITY**

We seek to maintain a cost of living that allows our community to be made up of people of all generations.

**COMFORT AND PEACEFULNESS**

- We will continue protecting the peace and quiet of residential neighborhoods from intrusive activities and from large-scale development.
- We seek to mitigate and control effects of noise from factors such as airplanes, lawn and construction equipment, and traffic.
- We will manage conflicting interests of tourists and residents by prioritizing peace and comfort of residents.
- We will balance the impacts of special events by assessing and managing the geographic locations and levels of activity associated with events so that the comfort and convenience of residents is maintained.
- We are proud to be a Blue Zone community and support initiatives that foster healthy lifestyles.

### GREENSPACE, RECREATION, AND WATER ACCESS

- We support the maintenance and creation of green spaces, parks, paths, trails, and public access to the waterfront to provide connections to nature and allow for enjoyment of the outdoors.
- Access to the beach will be maintained in a way that does not compromise the protection of this resource.

### COMMUNITY FABRIC AND THE ARTS

- We support keeping the fabric of our community made up of families sharing in the warm weather, friendly people, and gentle pace of life.
- We value the visual and performing arts facilities that enrich the lives of residents.

### LANDSCAPING AND SPACIOUSNESS

- Hallmarks of our community are the Gulf front ambiance and predominance of greenery. We will maintain the tradition of providing beach access, passive green spaces, natural green space, parks, and colorful landscapes throughout Naples in an environmentally sensitive way.
- We will maintain the designation of Naples as a Tree City USA, and we will continue maintaining and enhancing the health and size of our urban forest.

### EMERGENCY SERVICES

- We will maintain the closest unit fire response system to ensure protective care of life and property is provided by the closest available service provider.
- We will continue to uphold and equip a Fire-Rescue Department comprised of highly qualified and trained emergency personnel.

### **OUR ECONOMY – Economic Health and Vitality (Ranked Very Important Goal by 44% of Survey Respondents)**

We value the businesses and health care industry that enhance our small-town character as amenities that contribute to our collective success and well-being.

### HEALTH CARE

We support efforts to maintain and enhance the medical business community that makes Naples a leader in health care.

### BUSINESSES

- We aim to keep our economy vibrant by supporting local businesses that enhance our small-town character.
- We seek to maintain the established geographical diversification of commercial areas that are in scale with surrounding neighborhoods.
- We support maintaining the distinct character and charm that distinguish our commercial districts as premier, mixed-use environments for strolling, dining, and shopping for goods and services in scale with surrounding neighborhoods.

- We will continue balancing the interests of businesses and tourism with the needs of residents.

#### AIRPORT

We recognize the importance of the airport in the local economy and the convenience of the residents in the community while also acknowledging the need to curb the noise impacts for the peaceful enjoyment of our homes.

#### **OUR GOVERNANCE – High performing government (Ranked Very Important Goal by 42% of Survey Respondents)**

We support our City government to be proactive, engaging, and responsive to ensure high levels and quality of service for current and future generations of residents.

#### ENGAGED AND COLLABORATIVE WITH LOCAL AND REGIONAL PARTNERS

- Our government will be engaged with community and regional partners to ensure a collaborative approach to addressing matters related to our environment, quality of life, and municipal assets.
- We will have ongoing coordination and communication with adjoining jurisdictions so that potential impacts of activities proposed along City borders are identified and discussed to reduce impacts on the City.
- We will work with other local governments to preserve our home rule authority.

#### TRANSPARENCY

We seek to have our city officials maintain strong connections with residents through regular engagement in both formal and informal settings.

#### ETHICS

- Operation of our government is by the people and for the people, with ethics above all else.
- We count on our government officials and decision makers to be fiscally responsible and to consider residents at the forefront of every decision.

#### INFRASTRUCTURE SENSITIVE TO THE LOOK AND FEEL OF NAPLES

- Infrastructure replacements or additions will be designed and constructed with sensitivity to neighborhood ambiance and to the environment.
- We will evaluate the amount and location of vehicle parking for commercial, institutional, and mixed-use districts so that comfort and convenience of residents is maintained.
- We will continue evolving our transportation system with multimodal solutions to control congestion.
- Our government will continue to pro-actively ensure our community is prepared and equipped for natural disasters and hazards.



- We strive to facilitate undergrounding of powerlines for the future resilience and overall appearance of our community.

### Strategic Steps

### TOP PRIORITY INITIATIVES

1. Water Quality-Clean up the lakes system and Naples Bay and keep them clean.
2. Review and amend the planning and building codes which would ensure our small-town feel and charm.
3. Facilitate the re-nourishment of our beaches and sustain them.
4. Balance redevelopment and parking issues with community character and environmental conditions Citywide.
5. Invest in improving the levels of service infrastructure for water quality, resiliency, and sea level rise mitigation.
6. Foster an economic environment where businesses may develop and thrive, and small businesses are encouraged.
7. Actively engage Collier County to address impacts of growth on the City of Naples (i.e. transportation, housing, population increases, beach access, water quality, and infrastructure).
8. Encourage the preservation of the City's historical landmarks and features.
9. Work with the Naples Airport Authority to ensure the airport's vitality while addressing issues of concern such as noise levels.
10. Continue to develop and carryout investment priorities throughout the entire Community Redevelopment Area.
11. Actively engage and defend home rule.
12. Encourage safe multi-modal and pedestrian transportation networks to improve safety for bicycles and pedestrians with a commitment to safer streets and traffic calming.

- Section 3. Implementing Administrative Actions.** The City Manager and designees are hereby authorized to implement the provisions of this Ordinance as deemed appropriate and warranted.
- Section 4. Severability and Conflict.** If any section, sentence, phrase, word, or portion of this Ordinance proves to be in conflict with state law or other codes or invalid, unlawful or unconstitutional, it shall not be held to impair the validity of the remainder of this Ordinance or otherwise effect any other action related to or part of this Ordinance.
- Section 5. Codification Instructions.** It is the intention of the City Council of the City of Naples, Florida, and it is hereby ordained that the provisions of this Ordinance shall become and be made a part of the codified version of the City of Naples Comprehensive Plan by the addition of the City of Naples Vision as a separate new element to the Comprehensive Plan.
- Section 6. Effective Date.** The Comprehensive Plan amendment set forth herein shall not become effective, in accordance with Section 163.3184(3), Florida Statutes, until

**Ordinance 2024-15434**

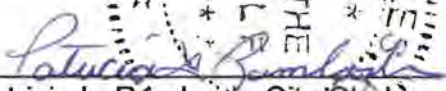
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31 days after the Florida Department of Economic Opportunity notifies the City that the Comprehensive Plan amendment package is complete. If timely challenged, the Comprehensive Plan amendment shall not become effective until the State Land Planning Agency or the Administration Commission enters a final order determining the adopted amendment to be in compliance.

**APPROVED AT FIRST READING THE 5TH DAY OF JUNE 2024.**


**PASSED AND ADOPTED AT SECOND READING AND PUBLIC HEARING IN OPEN AND REGULAR SESSION OF THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA THIS 21ST DAY OF AUGUST 2024.**

Attest:

  
Patricia L. Rambosk, City Clerk

  
Teresa Lee Heitmann, Mayor

Approved as to form and legality:

  
Matthew McConnell, City Attorney

Date filed with City Clerk: 8/22/24



# City of Naples Vision

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#### OUR GOVERNANCE – High performing government

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#### ENGAGED AND COLLABORATIVE WITH LOCAL AND REGIONAL PARTNERS

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- We strive to facilitate undergrounding of powerlines for the future resilience and overall appearance of our community.

## Strategic Steps

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2. Review and amend the planning and building codes which would ensure our small-town feel and charm.
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5. Invest in improving the levels of service infrastructure for water quality, resiliency, and sea level rise mitigation.

6. Foster an economic environment where businesses may develop and thrive, and small businesses are encouraged.
7. Actively engage Collier County to address impacts of growth on the City of Naples (i.e. transportation, housing, population increases, beach access, water quality, and infrastructure).
8. Encourage the preservation of the City's historical landmarks and features.
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## Appendix A: Naples Vision Assessment – Data Summary Report



Stantec

# City of Naples, FL

## Naples Vision Assessment

### Data Summary Report

May 15, 2019



## Naples Vision Assessment - 2019

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### City of Naples Planning Board

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David Feight	Chairman
John Cross	Member
Chae DuPont	Member
Thompson Dyke	Member
Thomas Koenig	Member
Thomas McCann	Member
Mitchell Norgart	Member
Bruce Selfon	Member

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### City of Naples Staff

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Robin Singer	Planning Director
Donna Krall	Vision Liason

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### Stantec

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Tim Hancock	Project Manager
Jared Beck	Engagement

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**Naples Visioning**

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City of Naples Street. Stantec; Rachel Nidec

# Naples Vision Assessment

## Introduction

In 2007 the Naples City Council adopted a Vision titled "Preserving Naples: A vision plan to keep the best of the past while building a better community for the future." That statement and a Vision Work Plan were incorporated into the City's Comprehensive Plan and the goals identified in the Vision are utilized in the development of the City's annual budget.

As communities evolve, so must the plans guiding them. Slightly more than a decade after adoption of the previous Vision, the City elected to conduct a public engagement program to evaluate the current Vision and determine how relevant it is to the community today.

Led by the City of Naples Planning Advisory Board (PAB), an outreach program was developed that included an extensive number of individual and stakeholder interviews, discussions and presentations, monthly updates to the PAB with public input, a project website, and various public notifications that led to four public workshops and subsequent development of an online survey.

The level of community participation was extremely strong in both the public workshops and participation in the online survey.

The report provided in the following pages represents a summary of the process as well as the results from the public workshops and online survey, with the primary focus being the survey responses.



Public Workshop #1 Stantec

## Outreach

A significant public outreach effort was established early on that would guide the development of the online community survey which serves as the primary evaluation tool for the existing Vision.

Four community workshop were identified (see appendix) that encouraged dialogue among community members while reviewing existing features and issues, and identifying new features and issues.

In addition to the scheduled workshops, numerous public meetings with elected officials, advisory board members, stakeholder groups, community members, and others were conducted.

These meetings included:

- City Council
- City Manager
- City Staff
- PAB Meetings
- PAB Members
- Meetings with the President's Council
- CSAB
- CRA/CRABB
- Public Art Advisory Committee
- Naples Historical Society
- DRB

- Naples City Council
- Naples Community Hospital (E-mails)
- BID (5th)
- Chamber of Commerce
- Naples Airport Authority

Note: There were additional organizations identified that were either contacted by phone and did not respond or were not contacted due to time constraints and prioritization of residential organizations.

Additionally, City Staff reached out to all HOA's and POA's in the city, offering for Stantec or a member of City Staff to meet with them to discuss the process and timing of the Evaluation process. As a result of this outreach, Stantec met with the following additional organizations as well:

- Gulf Shore POA
- Old Naples Association
- Port Royal Association
- The Moorings POA
- Aqualane Shores POA





City of Naples Pier, City of Naples

## Survey Summary at a Glance

Survey Platform: Typeform

Survey Placement: The online survey was placed within the project website, [www.naplesvisioning.com](http://www.naplesvisioning.com). External sites with survey links were directed to this survey page. Additionally, postcards were mailed to each physical address within the City. The postcard contained a code to be entered when completing the survey to assist in identifying respondents who were potentially not City residents or business owners.

Survey Duration: February 6th through March 8th, 2019

Survey Languages: English and Spanish

Survey Responses: 1,594



Survey Responses	Total Survey Visits	Unique Survey Visits	Response Rate
1,594	2,080	1,686	94.5%
Average Completion Time	PC & Laptop Responses	Smartphone Responses	Tablet Responses
Approx. 33 Minutes	1,099	215	280

The following pages provide an overview of the survey, Parts 1 through 5.



## Community Survey

As indicated previously, a Community Survey was to be performed as the primary tool for the Quantitative phase wherein the opinions of the community would be gathered and reviewed regarding the key features and issues identified in the previous Qualitative phase. Based on a construct approved by the Planning Advisory Board, the on-line survey developed via public meetings went 'live' on February 6th and was concluded at midnight on March 8th. The survey consisted of three distinct sections, each discussed in summary below:

### PART 1 - Qualifying Questions

From the early parts of the qualitative phase through the release of the survey, there was concern in the community with regard to the ability to limit or at least categorize respondents in an effort to ensure that the input of City residents and businesses were primary in consideration. As discussed earlier in this report, various strategies were employed in an attempt to ensure that the primary respondents were City residents and owners of businesses within the City limits. Additional qualifying questions were developed to assist the PAB in reviewing and evaluating responses, including time in residence per year, the respondent's physical neighborhood, length of residency and type of housing. For city businesses, questions were asked regarding the type of business, number of employees, duration of operation in the city and general location of the business. The responses to these questions were intended to allow for a deeper dive into that data for purposes of differentiation, should it be required or warranted. It is important to note that of the total number of respondents, 99% identified themselves as being residents or business owners within the city.

### PART 2 - 2007 Vision Assessment

The second part of the online survey focused on gathering information and responses regarding the elements of the adopted 2007 Vision. The 2007 Vision is comprised primarily of goals, features and issues. Determining how a respondent feels about the elements that made up the 2007 Vision and whether they still find those same elements important today, is a key deliverable for this effort. Additionally, the PAB and the Community requested an additional question be added after each elemental question, asking if the respondent is satisfied with the way the city is addressing a particular goal, feature or issue. This 'satisfaction' question can

provide additional information that may assist the PAB in identifying areas of focus should they wish to do so.

In this section, the respondents were first asked to provide a response using a 5 point Likert Scale ranging from Unimportant to Very Important for each of the 14 features identified in the 2007 Vision. Subsequently they were asked to rate their satisfaction with the City in addressing each feature, ranging from Not Satisfied to Very Satisfied again, using a 5-point Likert Scale. The purpose and use of the Likert Scale is discussed in more detail later in this document.

Following a review of the features, the same format and labelling was utilized in addressing the importance and satisfaction level with the City in addressing each of the 11 separate Major Issues from the 2007 Vision again, using the same 5-point Likert Scale and naming attributes identified above.

Rounding out Part 2 of the Survey was a review of the Five (5) Goals contained in the 2007 Vision. The respondent was asked to use the same format as described above in assessing the level of importance of each of the goals as well as their relative level of satisfaction with how the City is addressing each goal.

Part 2 contained the most numerous questions and will consume a significant portion of this report as it relates to the collection, analysis and reporting of responses.

### PART 3 - Questions

Part 3 asked respondents to indicate their priorities regarding the features and issues that the City faces both today and for the future. These two questions are key in helping identify where the community's priorities and concerns may have changed since the adoption of the 2007 Vision. Using input gathered from the 4 well-attended public workshops, where residents and business owners were asked to identify features and issues that were relevant to them today, a combined list of top responses from the workshops formed the basis for selection in the survey and respondents were asked to choose up to 10 features and issues that were most important to them.

Rounding out the survey were open-ended questions that sought further comment, asking respondents to provide information should they choose to including general goals, issues, features and further thoughts on the City of Naples. From these open-ended questions, more than 1,500 individual responses were received and are provided by general categories in the Appendix of this report.

## Data Summary - Qualifying Questions

Several questions were included in the survey to determine if respondents were residents or businesses located within the city limits of the City of Naples, what type of resident or business owner respondents were, the number of years they had lived or operated within the city, and the type of residence or business they occupied or operated. Throughout Survey Part 1, each answer choice is followed by the number and percentage of respondents that selected it.

### General Qualifying Results:

Do you live, own property, or own a business located within the City of Naples?

Yes: 1,594 or 99%

No: 15 or 1%

Which one of the following best describes you?

Resident of the City of Naples: 1,445 or 91%

Resident and business owner: 111 or 7%

I own a business: 39 or 2%

### Resident Qualifying Results

How long have you lived (part or full time) in the City of Naples?

0 - 3 years: 179 or 13%

4 - 6 years: 280 or 18%

7 - 10 years: 260 or 17%

11 - 20 years: 379 or 24%

More than 20 years: 442 or 28%

How many months per year do you live in the City of Naples?

0 - 3 months: 117 or 8%

4 - 6 months: 299 or 19%

7 - 9 months: 396 or 26%

10 - 12 months: 75 or 5%

Full-time resident: 653 or 42%

Are you an owner of a City of Naples residential property?

Yes: 1,449 or 95%

No: 81 or 5%

Do you live in a single-family or multi-family home?

Single-family home: 832 or 54%

Multi-family home: 655 or 43%

Apartment: 46 or 3%

Which City of Naples neighborhood best describes where you live?

Aqualane Shores: 107 or 7%

Avion Park: 2 or <1%

Bayfront: 19 or 1%

Bear's Paw: 4 or <1%

Coquina Sands: 76 or 5%

Eagle Oak Ridge: 6 or <1%

Estuary at Grey Oaks: 12 or 1%

Gordon Drive Estates: 2 or <1%

Golden Shores: 3 or <1%

Gulf Shore Boulevard Condos: 106 or 7%

Gulf Shore Property Association: 12 or 1%

Lake Park: 48 or 3%

Little Harbour: 4 or <1%

Moorings: 187 or 12%

Moorings Park: 20 or 1%

Naples Bay Resort/Cottages: 21 or <1%

Naples Cay: 12 or <1%

Old Naples: 383 or 25%

Oyster Bay: 17 or 1%

Park Shore: 289 or 18%

Park West: 2 or <1%

Port Royal: 106 or 7%

River Park: 3 or <1%

Royal Harbor: 69 or 4%

Sabre Cay: 0 or 0%

Seagate: 32 or 2%

South Gordon Drive Neighborhood: 0 or 0%

Other: 42 or 3%

*Note: responses valued as <1 were counted as 0 within the survey platform.*



### Business Qualifying Results:

How long has your organization been in business in the City of Naples?

0 - 3 years: 17 or 12%  
 4 - 6 years: 17 or 12%  
 7 - 10 years: 18 or 13%  
 11 - 20 years: 34 or 24%  
 More than 20 years: 57 or 40%

How many employees in your organization work in the City of Naples?

0 - 5 employees: 93 or 64%  
 6 - 10 employees: 23 or 16%  
 11 - 20 employees: 10 or 7%  
 21 - 50 employees: 13 or 9%  
 51 - 100 employees: 6 or 4%  
 More than 100 employees: 1 or 1%

Which of the following best describes your business in the City of Naples?

Attraction / Events: 2 or 1%  
 Community / Not for profit services: 2 or 1%  
 Construction: 15 or 10%  
 Hotel / Lodging: 7 or 5%  
 Manufacturing: 0 or 0%  
 Medical Services: 18 or 12%  
 Personal Services (ex. Salon): 8 or 5%  
 Professional Services (ex. Accountant, Attorney, Real Estate): 57 or 39%  
 Restaurant / Bar / Nightclub: 5 or 3%  
 Retail: 22 or 15%  
 Trade Services (ex. Plumbing): 5 or 3%  
 Other (please specify): 24 or 16%

What area is your business located in?

3rd Street South: 12 or 8%  
 5th Avenue South: 29 or 19%  
 8th Street / Hospital / Medical District: 11 or 7%  
 41-10 Design District: 14 or 9%  
 Business Park - Horseshoe Drive: 3 or 2%  
 City Dock / Crayton Cove: 3 or 2%  
 Park Shore: 17 or 11%  
 Tamiami Trail East (9th Street east of 4-Corners): 2 or 1%  
 US 41 North: 18 or 12%  
 US 41 South: 3 or 2%  
 Venetian Village: 4 or 3%  
 Waterfront (not included above): 8 or 5%  
 Other: 26 or 17%

City of Naples - 3rd Street, Stantec; Rachel Nicic



City of Naples Vision Assessment 6

## Data Analysis - Overview

The following section will provide the results as well as the background information on the means and methods applied in analyzing the survey data. This section will focus primarily on the responses provided in Part 2, questions 13, 14 and 15 which utilized the 5-point Likert scale to assess the validity of the features, issues and goals contained in the 2007 Vision as well as the relative level of satisfaction of each respondent as it relates to their perceptions of how the City is addressing each of these items. Before reviewing the results and further analysis, it is important for the reader to gain a better understanding of the elements and methodologies applied in the gathering and analysis of the data from this section.

### Surveys in General

Today you can hardly make a reservation on-line, call a customer service center or log on to a credit card website without being asked to complete a survey. With the mainstreaming of electronic and social media platforms, the desire to ask 'how are we doing' has become so frequent, it has spawned the term 'survey fatigue'.

On-line surveys however remain the most widely utilized platform for information gathering due to the great degree of flexibility you have in constructing your survey and the many widely accepted platforms that allow for far greater ease in reporting and representing data when compared to mail-in surveys, telephone surveys and other forms of data collection. On-line surveys are however not without their detractors. Open platform on-line surveys can allow for orchestrated 'crashing' which may result in skewed results if not constructed in a manner that allows for respondent source review. As discussed in an earlier section of this report, for the purposes identified in the original Scope of Work provided by the City, an on-line survey platform was deemed to be the most appropriate platform that would allow for ease of access, multiple responses per household and ease of data collection and reporting.

### Survey Format

The survey was presented using a combination of both open and closed questions. Open questions allow for the respondent to answer in their own words while closed questions require the respondent to choose an answer from a set of choices provided. Except for question #2 which asked the respondent to provide a code from a postcard mailer if they received one, the first series of qualifying questions not only provided categorical responses for future use, but also allowed the respondent to respond fairly quickly with concrete answers. This in many cases helps create a comfort level with the respondent in taking the survey and answering questions and if constructed properly, sets a comfortable tone for the balance of the survey.

Starting with question 13 (Part 2 of the Survey), the respondents were asked to start tapping into a more cognitive set of questions, designed to measure their opinions, feelings or perceptions, but still using closed questions to allow for comparative analysis. This is the Quantitative portion of the survey and typically receives the most time and attention from an analytical standpoint.

Part 3 of the survey also included a combination of open and closed questions so that any respondent who had additional input to offer would have the opportunity to do so. Many times, the use of open questions can provide a sense of the general 'attitude' of respondents which can help in the analysis of much of the balance of the survey. In reviewing open ended questions, the analyst looks for trends and frequencies, but reviews each response for the occasional 'golden nugget' of information that is a benefit of open questions in a survey of this type.

### Types of Survey Data

The format of a survey is influenced greatly by the data you wish to gather. In this case, the qualifying questions in Part 1 required responses that were labelled and for which there was no quantitative value. These questions included whether you are a city resident, business owner or both as well as what neighborhood you live in, etc. This is known as Nominal Data and provides the analyst with concrete responses.

Part 2 of the survey began to tap into the respondents cognitive thinking where they were being asked to



determine the validity of elements of the 2007 Vision. In this section, the respondent was provided with a series of ordered values measuring varying degrees of importance or satisfaction. These are non-numeric concepts and are considered Ordinal Data. Ordinal Data are commonly categories that are measured (on a scale of 1 to 5 for example), however the distance between the categories is not known and the results are not absolute. The strength with which one person feels something is 'Very Important' may differ greatly from another person which is why ordinal data should be viewed from the standpoint of ranking, recognizing that each number on the scale is relative to each respondent, even at the extreme ends of the scale. Remember, with Ordinal Data you are attempting to measure the strength of an opinion or feeling and applying a scale for comparative and analytic purposes.

### The 5-Point Likert Scale

When measuring Ordinal data, the most widely accepted method is the use of the Likert Scale. Named after American Scientist Rensis Likert and introduced in 1932, the Likert scale is typically seen as a five-point scale and sometimes increased to 7 or 9 points. Likert-type or frequency scales use fixed choice response formats and are designed to measure attitudes or opinions (Bowling, 1997; Burns, & Grove, 1997). While the traditional application of a Likert Scale is to measure a respondent's agreement with a given statement, the application over the years has broadened considerably to include not only measuring a degree of agreement, but measures of frequency, importance, likelihood and satisfaction as well.

With the expansion of the application of the Likert 5-point scale, the debate over the need for a neutral mid-point or response option is the single largest point of debate, with the labelling of points being another frequently discussed topic.

Regarding the neutral response option, it was originally introduced in an effort to avoid false responses. Although designed with the intention of reducing instances of false responses, studies show that the inclusion of a neutral or 'no opinion' option significantly increases the number of people stating they have no opinion when they actually do (Bishop, 1987; Johns 2005; Kalton, Roberts & Holt, 1980; Krosnick et al., 2002; Nowlis, Kahn & Dhar, 2002).

More importantly to this particular survey effort, in order to better understand the responses provided, the PAB requested that the mid-point on the 5-point Likert scale be labelled. The labels of 'Moderately Important' and

'Moderately Satisfied' were discussed and selected. This direction is in accordance with one school of thought in survey analytics that feels the elimination of a neutral option can result in improved optimizing of survey responses. Many times, by eliminating a neutral option, a respondent must make a cognitive determination. While one cannot completely discount the potential for a respondent who selects the mid-point on a 5-point scale as being neutral or ambivalent, the wording provided in the survey of the mid-point being 'Moderately Important' or 'Moderately Satisfied' serves to reduce the neutral or 'no opinion' response.

As you will see however in the analysis of the survey responses, discussion of how to interpret the mid-point response for this survey is a largely academic exercise due to the cohesive nature of the results on the questions, particularly pertaining to the importance of the adopted features, issues and goals.

## Methods of Analysis

When evaluating survey results using the Likert Scale, there is a desire to view the 5-point scale as interval data which would lend itself to the averaging of the results based on the number associated with each response. Remember though, that we are dealing with Ordinal data which is more subjective as to the meaning of the labeled points as well as any points in between. While averaging of ordinal data can be interesting and provide a degree of value, the more widely accepted methodology to determine the 'typical' response is to determine the median of the data set. This is the number that lies within the data set and has an equal number of responses both above and below it. For example, if you had 100 responses, the median would be the value of the 50th number if the responses were displayed sequentially. This is also sometimes referred to as the 'central tendency.'

Once the median response or central tendency is determined, it is important to look at the spread or dispersion of the responses to determine how strongly the respondents agree with each other. This can be achieved by calculating the Inter-quartile range or IQR. The IQR identifies the last number in each of the four quartiles from the responses in numerical sequence and subtracts the first quartile number from the third quartile number ( $Q3 - Q1$ ). A low IQR (typically a zero, one, or two) indicates the respondents' opinions are not far apart. A number higher than 2 indicates that the



responses are polarized and therefore may require additional analysis or review.

The following is an example of determining the median and IQR from a set of 20 responses listed in numerical sequence:

1, 1, 1, 1, 2, 2, 2, 2, 3, 3, 3, 3, 4, 4, 4, 4, 5, 5, 5, 5

For this sequence, the median is the response in the middle of the sequence and is represented by the numbers inside the rectangle. Since there are 20 responses, the median is the average of the 10th and 11th response, leaving 8 numbers both below and above these numbers. Since both numbers are 3, then the median is 3. If the numbers were 3 and 4 respectively, then the median would be the average of the two which would be 3.5.

The IQR is calculated by taking the number from the third quartile and subtracting the number from the first quartile to determine if the response is fairly cohesive.

The red numbers represent each quartile, so the IQR for this set of responses is calculated as  $4 - 2 = 2$  ( $Q3 - Q1$ ). A low number such as a zero, one or two represents a degree of consensus whereas a higher number can indicate polarization of responses as seen in the example below:

1, 1, 1, 1, 1, 1, 2, 2, 2, 3, 3, 4, 4, 5, 5, 5, 5, 5, 5

Just as in the first example, the median is 3 however the IQR ( $Q3 - Q1$ ) is  $5 - 1 = 4$ . The higher IQR indicates a polarized response, meaning respondents hold strong opinions either for or against this topic, thus making the median less representative of the whole of respondents.

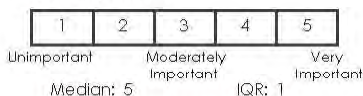
For the purpose of analysis, both the median and the IQR for each question that uses the Likert Scale for response has been evaluated and is represented in the data and analysis section with a short summary discussion after each grouping of questions.

## Features - Results

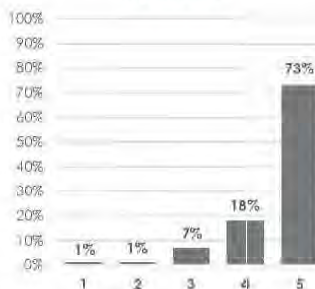
Survey Question: The following features were identified in the 2007 Vision as those that attracted people to Naples and that Neapolitans wanted to maintain. How important do you feel these features are today? How satisfied do you feel that the City is addressing these features?

### High Quality Image of the City. (Importance)

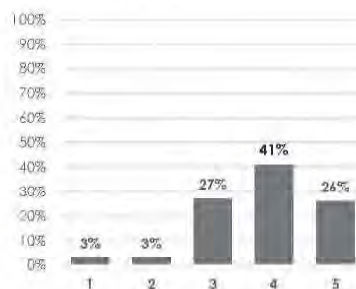
1,574 respondents



#### Importance

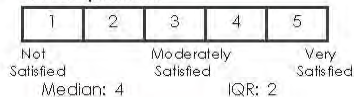


#### Satisfaction



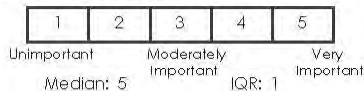
### High Quality Image of the City. (Satisfied the City is addressing)

1,564 respondents

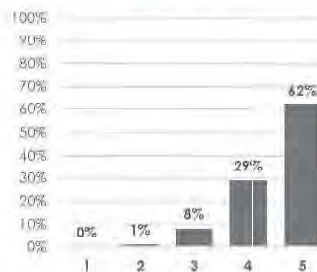


### Beautiful Landscaping. (Importance)

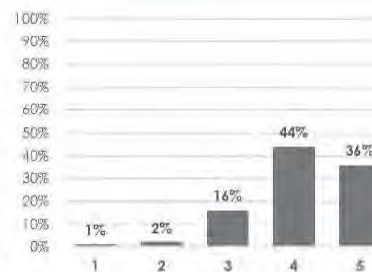
1,567 respondents



#### Importance

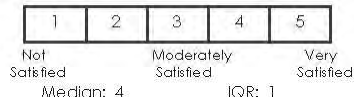


#### Satisfaction



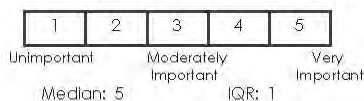
### Beautiful Landscaping. (Satisfied the City is addressing)

1,571 respondents

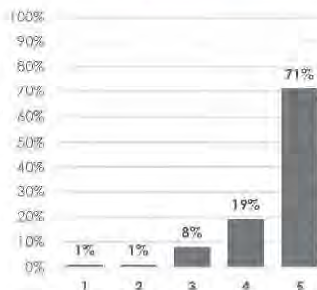


### Peaceful, small town atmosphere. (Importance)

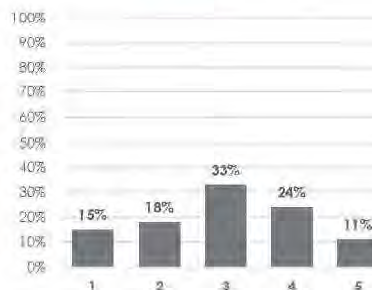
1,577 respondents



#### Importance

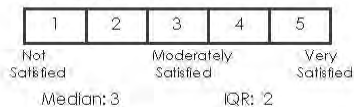


#### Satisfaction



### Peaceful, small town atmosphere (Satisfied the City is addressing)

1,572 respondents



Survey Question: The following features were identified in the 2007 Vision as those that attracted people to Naples and that Neapolitans wanted to maintain. How important do you feel these features are today? How satisfied do you feel that the City is addressing these features?

**Friendly place, friendly people.  
(Importance)**

1,571 respondents



Unimportant Moderately Important Very Important  
Median: 5 IQR: 1

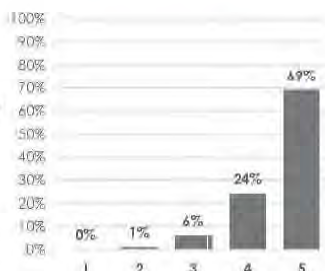
**Friendly place, friendly people.  
(Satisfied the City is addressing)**

1,573 respondents

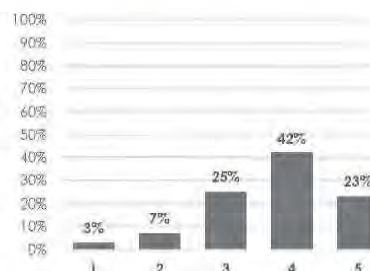


Not Satisfied Moderately Satisfied Very Satisfied  
Median: 4 IQR: 1

**Importance**

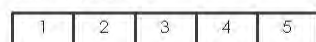


**Satisfaction**



**Beautiful, accessible beaches.  
(Importance)**

1,572 respondents



Unimportant Moderately Important Very Important  
Median: 5 IQR: 0

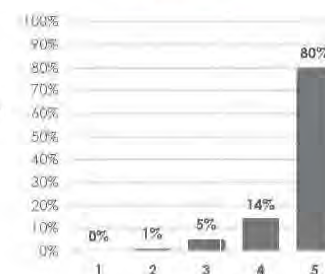
**Beautiful, accessible beaches.  
(Satisfied the City is addressing)**

1,574 respondents

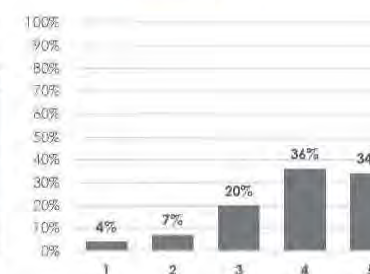


Not Satisfied Moderately Satisfied Very Satisfied  
Median: 4 IQR: 2

**Importance**

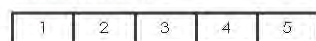


**Satisfaction**



**Many outdoor activities.  
(Importance)**

1,569 respondents



Unimportant Moderately Important Very Important  
Median: 4 IQR: 1

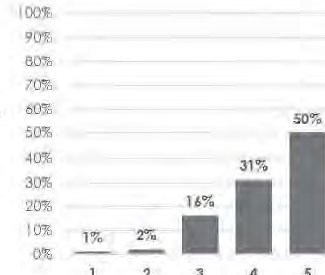
**Many outdoor activities. (Satisfied the City is addressing)**

1,565 respondents

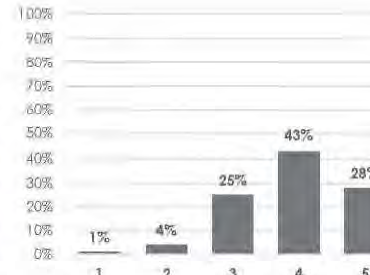


Not Satisfied Moderately Satisfied Very Satisfied  
Median: 4 IQR: 2

**Importance**



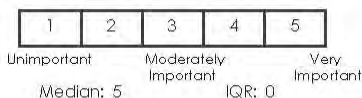
**Satisfaction**



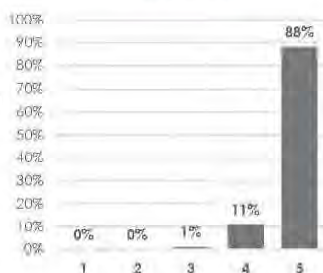
Survey Question: The following features were identified in the 2007 Vision as those that attracted people to Naples and that Neapolitans wanted to maintain. How important do you feel these features are today? How satisfied do you feel that the City is addressing these features?

#### Cleanliness. (Importance)

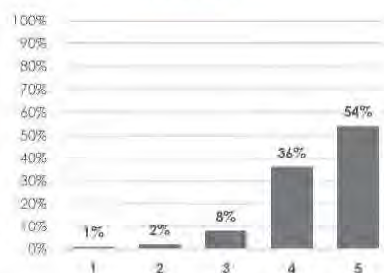
1,580 respondents



#### Importance

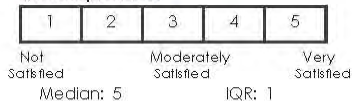


#### Satisfaction



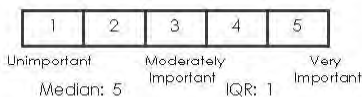
#### Cleanliness. (Satisfied the City is addressing)

1,570 respondents

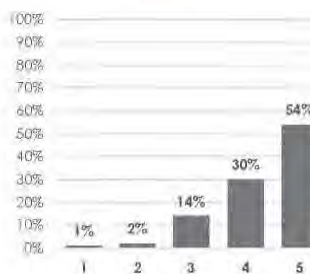


#### Cultural offerings. (Importance)

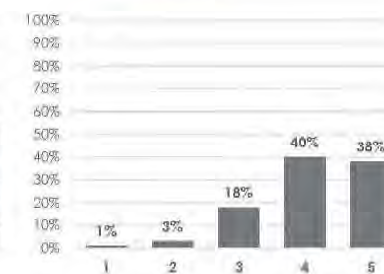
1,579 respondents



#### Importance

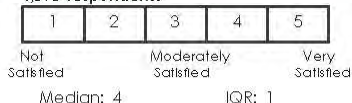


#### Satisfaction



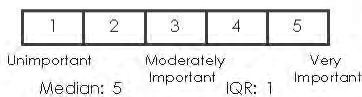
#### Cultural offerings. (Satisfied the City is addressing)

1,575 respondents

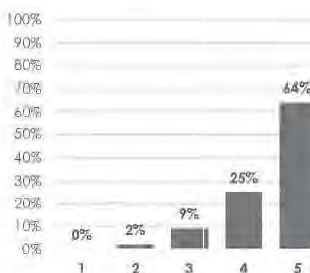


#### Quiet, laid-back lifestyle. (Importance)

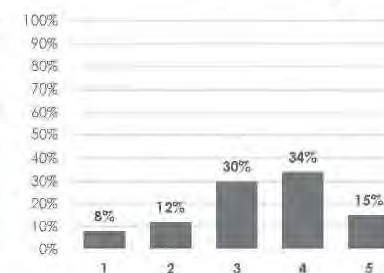
1,574 respondents



#### Importance

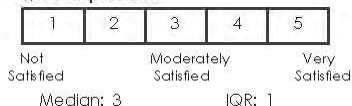


#### Satisfaction



#### Quiet, laid-back lifestyle. (Satisfied the City is addressing)

1,573 respondents





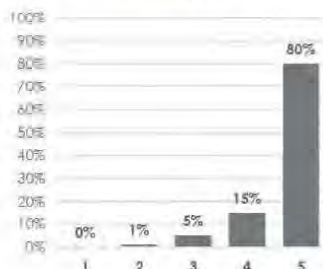
Survey Question: The following features were identified in the 2007 Vision as those that attracted people to Naples and that Neapolitans wanted to maintain. How important do you feel these features are today? How satisfied do you feel that the City is addressing these features?

**Excellent medical facilities. (Importance)**

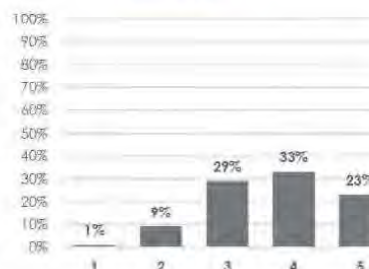
1,576 respondents



**Importance**

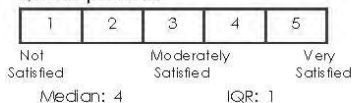


**Satisfaction**

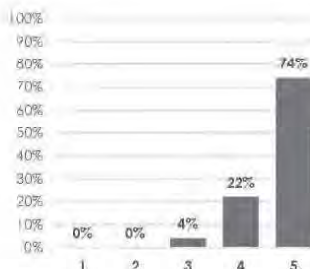


**Excellent medical facilities. (Satisfied the City is addressing)**

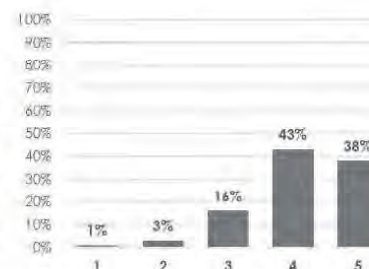
1,573 respondents



**Importance**

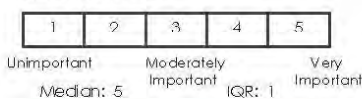


**Satisfaction**



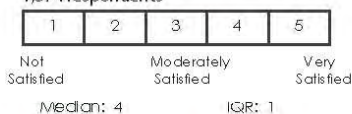
**Quality of City services. (Importance)**

1,577 respondents

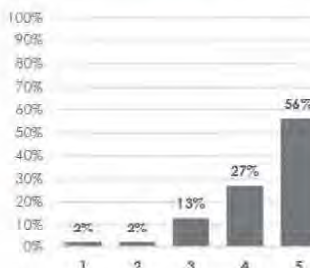


**Quality of City services. (Satisfied the City is addressing)**

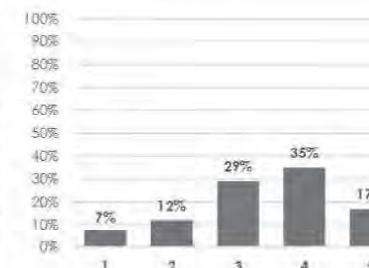
1,574 respondents



**Importance**

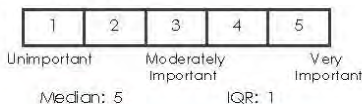


**Satisfaction**



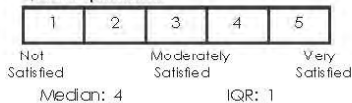
**Feeling of non-pretentious charm and substance. (Importance)**

1,570 respondents



**Feeling of non-pretentious charm and substance. (Satisfied the City is addressing)**

1,569 respondents

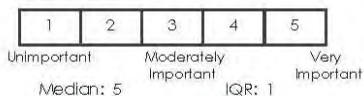




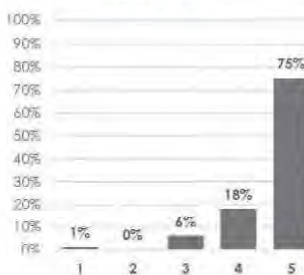
Survey Question: The following features were identified in the 2007 Vision as those that attracted people to Naples and that Neapolitans wanted to maintain. How important do you feel these features are today? How satisfied do you feel that the City is addressing these features?

**Values and ethics of people.  
(Importance)**

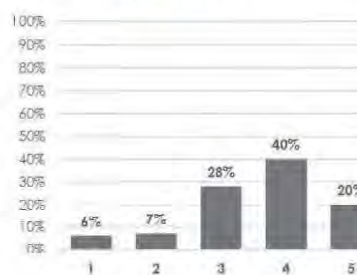
1,570 respondents



**Importance**



**Satisfaction**

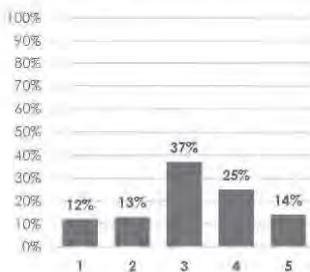


**Values and ethics of people.  
(Satisfied the City is addressing)**

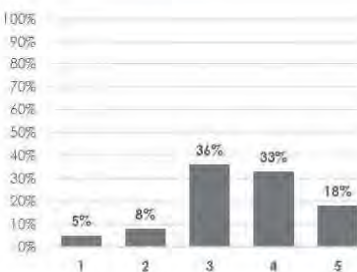
1,563 respondents



**Importance**

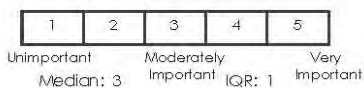


**Satisfaction**



**Wealthy, high-caliber people.  
(Importance)**

1,572 respondents



**Wealthy, high-caliber people.  
(Satisfied the City is addressing)**

1,554 respondents



## Features - Summary

Below is a listing of features contained in the 2007 Vision, as presented in the on-line survey. To the right of each question is the median value as well as the calculated IQR score:

13. The following features were identified in the 2007 Vision as those that attracted people to Naples and that Neapolitans wanted to maintain. How important do you feel these features are today? How satisfied are you the City is addressing these features?

Features	Importance		Satisfied the City is Addressing	
	Median	IQR	Median	IQR
High quality image of the City	5	1	4	2
Beautiful landscaping	5	1	4	1
Peaceful, small town atmosphere	5	1	3	2
Friendly place, friendly people	5	1	4	1
Beautiful, accessible beaches	5	0	4	2
Many outdoor activities	4	1	4	2
Cleanliness	5	0	5	1
Cultural offerings	5	1	4	1
Quiet, laid-back lifestyle	5	1	3	1
Excellent medical facilities	5	0	4	1
Quality of City services	5	1	4	1
Feeling of non-pretentious charm and substance	5	1	4	1
Values and ethics of the people	5	1	4	1
Wealthy, high-caliber people	3	1	4	1

### Importance

Of the 14 features contained in the 2007 Vision, 13 of them received a median score of 4 or 5, showing a high level of Importance with an IQR score of 1 or less, showing a high degree of consensus and a lack of polarization of responses. Based on the above, these features appear to remain desirable to city residents and business owners.

Only 1 feature scored a 3 or less in importance, and also had an IQR of 1 which shows a high degree of consensus as well. In addressing key features that are part of a Vision for the City, a score that indicates a degree of nominal importance or neutrality indicates that this feature may not remain as desirable as it was in 2007. This result also correlates with the information gathered through the 4 public workshops, showing a shift in attitude on this item.

### Satisfaction

Of the 14 features contained in the 2007 Vision, 12 of them received a median score of 4 or 5 showing a high level of satisfaction with an IQR score of 2 or less, showing a degree of consensus or at least a lack of polarization of responses. Based on the above, city residents and business owners appear to be satisfied with how the City is addressing these features.

Only two features scored a 3 or less, showing a lower degree of satisfaction or dissatisfaction. These two items are:

- Peaceful, small town atmosphere
- Quiet, laid-back lifestyle

While a score of 3 correlates to a person being 'Moderately Satisfied', the City may wish to view this as a 'yellow flag' and potential area of concern, warranting additional attention.

Due to the qualifying questions, it is possible to also compare the overall median score with the median scores by neighborhood. This allows the reader to evaluate whether a particular issue may be of greater or lesser importance or satisfaction in a neighborhood as compared to the overall City. We heard from a number of residents throughout this process regarding a desire to revisit the inclusion of neighborhood plans in the City's guiding documents. By calculating median scores by neighborhood, a further 'drill down' into the data is possible to help the City determine how best to address potential issues that arise from this survey. The table on the next page allows the reader to compare the total overall median score by question with the median score by neighborhood for features and satisfaction.

In viewing the neighborhood by neighborhood median results as compared to the overall median scores, there are only six instances where the median score on a question varied significantly (2 points or more) from the overall median score. In each of these cases, the neighborhood had a limited number of respondents (3 or less) which can skew the median score rather easily. From the above, the reader can conclude that the median score for the total community is representative of the individual neighborhoods in how they assess both the importance of the features from the 2007 Vision as well as their respective satisfaction levels with the performance of the City in these areas.

FEATURES

Feature	Neighborhood																																		
Median Scores By Neighborhood (Features)	Overall	Aqueduct Shores (38)	Avon Park (3)	Bayfront (17)	Bean's Park (4)	Cosquina Sands (87)	Eagle Oak Ridge (6)	Estuary at Gray Oaks (12)	Golden Shores (3)	Gordon Drive (2)	Gulf Shore Blvd. Condominiums (106)	Gulf Shore Property Association (11)	Lava Park (35)	Little Harbour (4)	Mornings (171)	Mornings Park (20)	Naples Bay Resort / Colleges (1)	Naples City Assoc. (12)	Old Naples (365)	Other (37)	Oyster Bay (16)	Park Shore (273)	Park West (2)	Port Royal (31)	River Park (3)	Royal Harbor (62)	Seagale (29)	Resident & Business Owners (11)	Business Owners Only (39)						
High quality image of the City (Importance)	5	5	5	5	5	5	5	5	5	3	5	5	5	4.5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
High quality image of the City (Satisfied the City is addressing)	4	4	4	4	4.5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4.5	4	4	5	4	4	4	4	4	4				
Beautiful landscaping (Importance)	5	5	3	5	5	5	5	5	5	4	5	5	5	4.5	5	4	5	4.5	5	5	5	4	5	5	5	5	5	5	5	5	5				
Beautiful landscaping (Satisfied the City is addressing)	4	4	4	5	3.5	4	4	4	5	3	4	4	4	5	4	4	4	4	4	4	4.5	4	4.5	4	4	4	4	4	4	4	4				
Peaceful, small town atmosphere (Importance)	5	5	5	5	5	5	5	5	5	5	5	5	5	4.5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
Peaceful, small town atmospher (Satisfied the City is addressing)	3	3	4	3	3	3	2.5	3.5	3	3	3	4	3	4	3	3	4	3.5	3	3	2.5	3	4.5	3	4	3	3	3	3	3	3				
Friendly place, friendly people (Importance)	5	5	5	5	5	5	4.5	4	5	4.5	5	5	5	5	5	4	5	5	5	5	5	5	4.5	5	4	5	5	5	5	5	5				
Friendly place, friendly people (Satisfied the City is addressing)	4	4	3	4	4.5	4	3.5	4	4	4.5	4	4	3	4.5	4	4	5	4	4	4	4	4.5	4	4	4	4	4	4	4	4	4				
Beautiful, accessible beaches (Importance)	5	5	5	5	5	5	5	5	5	4.5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
Beautiful, accessible beaches (Satisfied the City is addressing)	4	4	4	4	4.5	4	4.5	4	3	4.5	4	4	4	4.5	4	4	5	4	4	4	4	4	4	4	4	4	5	4	4.5	4	4				
Many outdoor activities (Importance)	4	4	4	5	5	4	5	4.5	5	4.5	4	5	4	4	4	4	5	5	4.5	5	4.5	5	3.5	4	5	5	4	5	5	5	5				
Many outdoor activities (Satisfied the City is addressing)	4	4	4	4	4.5	4	3	4	4	3.5	4	4	4	4	4	4	4	4	4	4	4	4	3.5	4	4	4	4	4	4	4	4				
Cleanliness (Importance)	5	5	5	5	5	5	5	5	5	4.5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
Cleanliness (Satisfied the City is addressing)	5	5	4	5	4.5	5	4.5	4	5	4.5	5	5	5	5	5	4	5	4.5	5	4	4	5	5	5	5	4.5	4	5	4	4	4				
Cultural offerings (Importance)	5	4	4	5	5	4	4	5	5	4.5	5	4	4	4	5	5	5	5	5	5	4	5	4	5	5	4	5	4	5	4	5				
Cultural offerings (Satisfied the City is addressing)	4	4	4	5	5	4	4	4	5	4.5	4	4	4	4	4	4	4	4	4	4	5	4	5	4	5	4	4	4	4	4	4				
Quiet, laid-back lifestyle (Importance)	5	5	4	5	5	5	5	4	5	5	5	5	5	4.5	5	4	5	4	5	5	5	5	3	5	4	5	5	5	5	5	5				
Quiet, laid-back lifestyle (Satisfied the City is addressing)	3	4	3	4	4	3	3	4	5	3.5	4	4	3	4.5	3	4	5	4	3	4	3	4	3	3	4	3.5	4	3	3	3	3				
Excellent medical facilities (Importance)	5	5	5	5	5	5	5	5	5	4.5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
Excellent medical facilities (Satisfied the City is addressing)	4	4	4	4	3.5	4	3.5	3	5	3	4	4	4	4	4	4	2	3	4	4	4	4	4	4	3	4	4	4	3	4	4				
Quality of City services (Importance)	5	5	5	5	5	5	5	5	5	3.5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
Quality of City services (Satisfied the City is addressing)	4	4	4	4	5	4	4.5	4.5	5	4	4	4	4	4.5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
Feeling of non-pretentitious charm and substance (Importance)	5	5	4	4	4.5	4	4	4	5	4.5	5	4.5	4	5	5	5	4	5	4	4.5	5	3	4	3	4	4	4	4.5	5	5	5				
Feeling of non-pretentitious charm and substance (Satisfied the City is addressing)	4	4	3	4	4.5	3	3.5	4	4	4.5	4	4	3	4	4	4	5	3.5	3	3	4	4	4	4	4	4	4	3	3	3	3				
Values and ethics of the people (Importance)	5	5	5	5	5	5	4.5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
Values and ethics of the people (Satisfied the City is addressing)	4	4	4	4	4	3.5	3	4	5	4.5	4	4	3	4.5	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3				
Wealthy, high-caliber people (Importance)	3	3	3	3	4	3	3.5	3.5	4	4	3	3	3	3	3	3	5	3	3	3	3	3	3	3	4	3	3	3	3	3	3.5				
Wealthy, high-caliber people (Satisfied the City is addressing)	4	4	3	4	4	3	4.5	4	5	4	4	3.5	3	3	3	4	5	3	3	3	4	3.5	4	3	3	3	3	4	4	4	4				

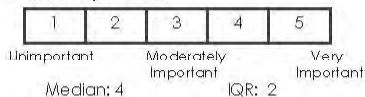


## Issues - Results

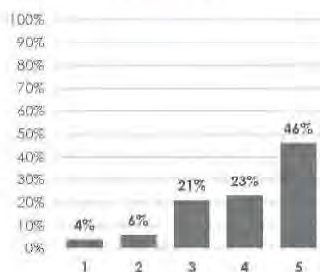
Survey Question: The 2007 Vision document developed a list of major issues that needed to be addressed. How important do you feel that these remain major issues today? How satisfied do you feel that the City is addressing these issues?

Annexation as it relates to creating a policy to evaluate financial impacts on the city and efficient delivery of services when considering annexation. (Importance)

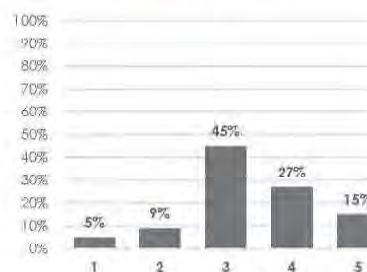
1,525 respondents



Importance

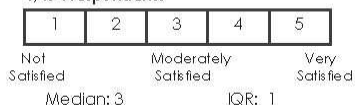


Satisfaction

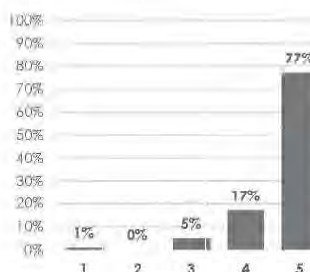


Annexation as it relates to creating a policy to evaluate financial impacts on the city and efficient delivery of services when considering annexation. (Satisfied the City is addressing)

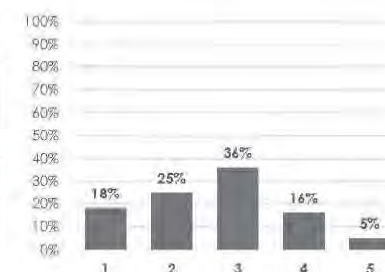
1,494 respondents



Importance

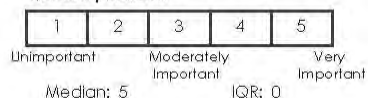


Satisfaction



Transportation issues such as traffic congestion. (Importance)

1,579 respondents



Transportation issues such as traffic congestion. (Satisfied the City is addressing)

1,568 respondents

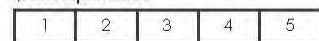




Survey Question: The 2007 Vision document developed a list of major issues that needed to be addressed. How important do you feel that these remain major issues today? How satisfied do you feel that the City is addressing these issues?

Workforce housing to provide affordable housing for city workers in the City. (Importance)

1,573 respondents



Unimportant      Moderately Important      Very Important  
Median: 4      IQR: 2

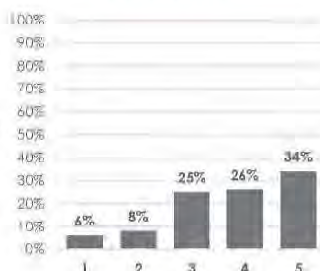
Workforce housing to provide affordable housing for city workers in the City. (Satisfied the City is addressing)

1,542 respondents

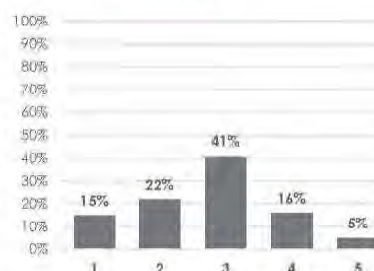


Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 3      IQR: 1

Importance

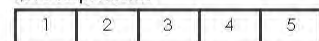


Satisfaction



Clean-up of Naples Bay and other water bodies including coordination with other government bodies and addressing stormwater runoff from the City. (Importance)

1,579 respondents



Unimportant      Moderately Important      Very Important  
Median: 5      IQR: 0

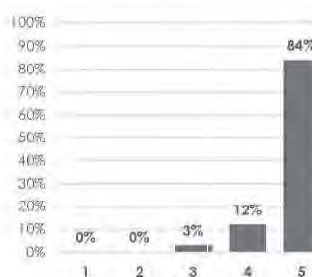
Clean-up of Naples Bay and other water bodies including coordination with other government bodies and addressing stormwater runoff from the City. (Satisfied the City is addressing)

1,559 respondents

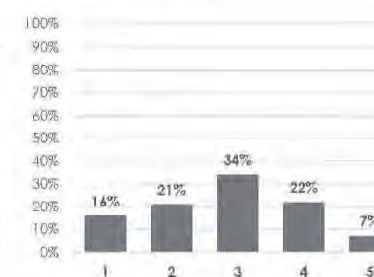


Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 3      IQR: 2

Importance



Satisfaction



Survey Question: The 2007 Vision document developed a list of major issues that needed to be addressed. How important do you feel that these remain major issues today? How satisfied do you feel that the City is addressing these issues?

Redevelopment and associated downtown issues such as traffic management, parking in residential areas, and noise. (Importance)

1,567 respondents



Unimportant      Moderately Important      Very Important  
Median: 5      IQR: 1

Redevelopment and associated downtown issues such as traffic management, parking in residential areas, and noise. (Satisfied the City is addressing)

1,561 respondents

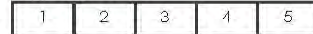


Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 3      IQR: 2



Redevelopment and associated downtown issues such as special event management and more public parking. (Importance)

1,567 respondents



Unimportant      Moderately Important      Very Important  
Median: 4      IQR: 1

Redevelopment and associated downtown issues such as special event management and more public parking. (Satisfied the City is addressing)

1,555 respondents



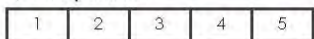
Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 3      IQR: 2



Survey Question: The 2007 Vision document developed a list of major issues that needed to be addressed. How important do you feel that these remain major issues today? How satisfied do you feel that the City is addressing these issues?

**Affordability including the high cost of property insurance and state property tax policies. (Importance)**

1,571 respondents



Unimportant      Moderately Important      Very Important  
Median: 5      IQR: 1

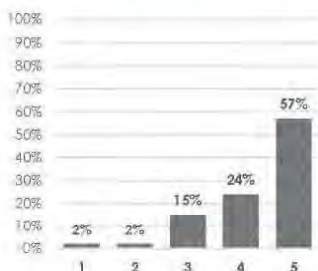
**Affordability including the high cost of property insurance and state property tax policies. (Satisfied the City is addressing)**

1,553 respondents

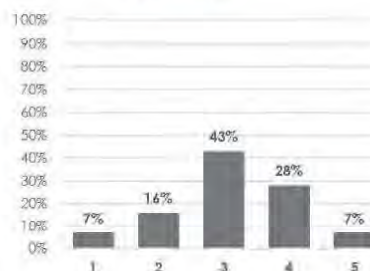


Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 3      IQR: 1

Importance

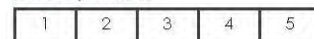


Satisfaction



**Green space and recreation to include development of public parks, the Gordon River Greenway, bikeways and sidewalks. (Importance)**

1,574 respondents



Unimportant      Moderately Important      Very Important  
Median: 5      IQR: 1

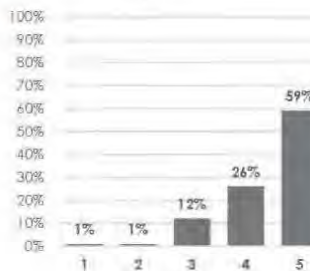
**Green space and recreation to include development of public parks, the Gordon River Greenway, bikeways and sidewalks. (Satisfied the City is addressing)**

1,562 respondents

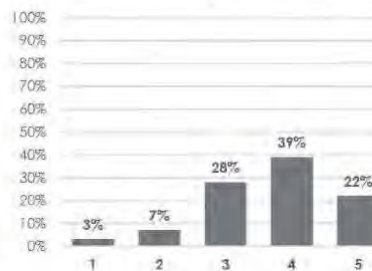


Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 4      IQR: 1

Importance



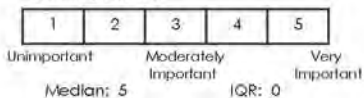
Satisfaction



Survey Question: The 2007 Vision document developed a list of major issues that needed to be addressed. How important do you feel that these remain major issues today? How satisfied do you feel that the City is addressing these issues?

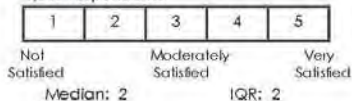
**Beach issues such as Red Tide and erosion. (Importance)**

1,574 respondents

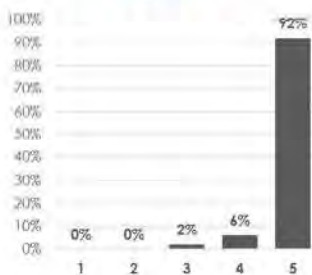


**Beach issues such as Red Tide and erosion. (Satisfied the City is addressing)**

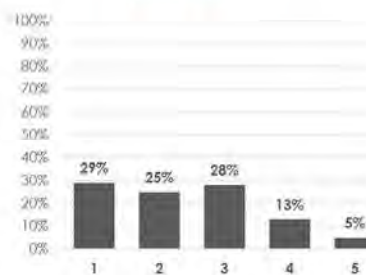
1,567 respondents



**Importance**

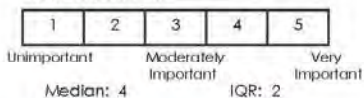


**Satisfaction**



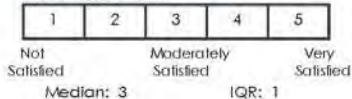
**Beach issues such as parking availability and access. (Importance)**

1,565 respondents

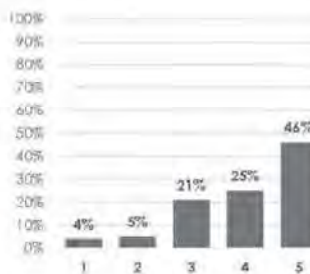


**Beach issues such as parking availability and access. (Satisfied the City is addressing)**

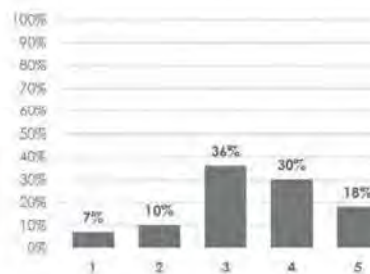
1,560 respondents



**Importance**



**Satisfaction**

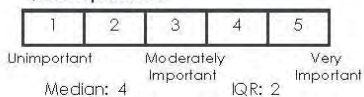




Survey Question: The 2007 Vision document developed a list of major issues that needed to be addressed. How important do you feel that these remain major issues today? How satisfied do you feel that the City is addressing these issues?

Aligning City services with demands, improving Governance through cost-sharing interlocal agreements, and City participation in organizations addressing regional issues. (Importance)

1,526 respondents



Aligning City services with demands, improving Governance through cost-sharing interlocal agreements, and City participation in organizations addressing regional issues. (Satisfied the City is addressing)

1,499 respondents



## Issues - Summary

Just as features are intended to represent the elements that contribute to the overall quality of life in the City, issues are concerns expressed by residents and business owners that stand to threaten that same quality of life. Below is a listing of issues identified in the 2007 Vision, as presented in the on-line survey. To the right of each question is the median as well as the calculated IQR score.

14. The 2007 Vision developed a list of major issues that needed to be addressed. How important do you feel that these remain major issues today? How satisfied are you the City is addressing these issues?

Issues	Importance		Satisfied the City is Addressing	
	Median	IQR	Median	IQR
Annexation as it relates to creating a policy to evaluate financial impacts on the city and efficient delivery of services when considering annexation.	4	2	3	1
Transportation issues such as traffic congestion.	5	0	3	1
Workforce housing to provide affordable housing for city workers in the City.	4	2	3	1
Clean-up of Naples Bay and other water bodies including coordination with other government bodies and addressing stormwater runoff from the City.	5	0	3	2
Redevelopment and associated downtown issues such as traffic management, parking in residential areas, and noise.	5	1	3	2
Redevelopment and associated downtown issues such as special event management and more public parking.	4	1	3	2
Affordability including the high cost of property insurance and state property tax policies.	5	1	3	1
Green space and recreation to include development of public parks, the Gordon River Greenway, bikeways and sidewalks.	5	1	4	1
Beach issues such as Red Tide and erosion.	5	0	2	2
Beach issues such as parking availability and access.	4	2	3	1
Aligning City services with demands, improving Governance through cost-sharing interlocal agreements, and City participation in organizations addressing regional issues.	4	2	3	1

### Importance

Of the 11 issues identified in the 2007 Vision, all 11 received a median score of 4 or 5, showing a high level of Importance with an IQR score of 2 or less, showing a degree of consensus and a lack of polarization of responses. Based on the above, these issues appear to remain as issues or concerns to city residents and business owners today.

### Satisfaction

Of the 11 issues identified in the 2007 Vision, only 1 of them received a median score of 4 or 5 with an IQR score of 1, showing a high level of Satisfaction and a degree of consensus or at least a lack of polarization of responses on the issue of Green Space and Recreation.

The lowest level of satisfaction, receiving a median score of 2 out of 5 was:

- Beach issues such as Red Tide and erosion

Based on the most recent events and widespread water quality issues of the summer and fall of 2018, this result does not come as a surprise for a community whose very identity is based on the quality of its Coastal and inshore waters.

9 of 11 issues registered a median satisfaction score of 3. While a score of 3 correlates to a person being 'Moderately Satisfied', the City may wish to view these as a 'yellow flag' areas, warranting additional attention.

As with the analysis of the respondent's feelings on the features from the 2007 survey, it is possible to compare the overall median scores for the issues from the 2007 Vision with the median scores by neighborhood. This allows the reader to evaluate whether an issue may be of greater or lesser importance or satisfaction in a neighborhood as compared to the overall City. This information is being presented to better assist the City in determining how best to address items that arise from this survey for not just the overall community but from a neighborhood level as well.

The table on the next page allows the reader to view the total overall median score by question with the corresponding median score by neighborhood regarding the issues identified in the 2007 Vision.

In viewing the neighborhood by neighborhood median results as compared to the overall median scores, there are only 2 instances of where the median score on a question varied significantly (2 points or more) from the overall median score. In each of these cases, the neighborhood had a limited number of respondents (3 or less) which can skew the median score rather easily. From the above, the reader can conclude that the median score for the total community is representative of the individual neighborhoods in how they assess both the importance of the issues from the 2007 Vision as well as their respective satisfaction levels with the performance of the City in these areas.

ISSUES - I

Issues	Neighborhood																												
Median Scores By Neighborhood (Issues)	Overall	Aquiline Shores (38)	Avion Park (3)	Bayfront (17)	Bean's Pass (4)	Cosquina Sands (67)	Eagle Oak Ridge (6)	Estuary at Gray Oaks (12)	Golden Shores (3)	Golden Drive (2)	Gulf Shore Blvd. Condominiums (106)	Gulf Shore Property Association (11)	Lake Park (33)	Little Harbour (4)	Mornings (171)	Mornings Park (20)	Naples Bay Resort / Cottages (1)	Naples Bay Assoc. (12)	Old Naples (366)	Other (37)	Oyster Bay (16)	Park Shore (273)	Park West (2)	Fort Royal (91)	River Park (3)	Royal Harbor (62)	Seagate (29)	Resident & Business Owners (111)	Business Owners Only (39)
Annexation as it relates to creating a policy to evaluate financial impacts on the city and efficient delivery of services when considering annexation. (Importance)	4	4	2	4	4	5	5	4	5	4	5	4	4	4.5	5	4	4.5	4	4	4	4	4	4	5	4	4	4	4	4
Annexation as it relates to creating a policy to evaluate financial impacts on the city and efficient delivery of services when considering annexation. (Satisfied the City is addressing)	3	4	3	4	2	3	4.5	4	4	4	3.5	3	3	4	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3
Transportation Issues such as traffic congestion. (Importance)	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4.5	5	5	5	5	5	5
Transportation Issues such as traffic congestion. (Satisfied the City is addressing)	3	3	3	3	3	2	3	3	3	2	3	3	2	3	3	3	3	3	3	3	2	2	3	4.5	3	5	2	3	3
Workforce housing to provide affordable housing for city workers in the City. (Importance)	4	4	4	4	3.5	4	3.5	4	5	3	4	5	4	4	4	5	4	4	5	5	4	4	4	3	4	5	3	4	3.5
Workforce housing to provide affordable housing for city workers in the City. (Satisfied the City is addressing)	3	3	2	3	3	3	3.5	3	3	3.5	3	3	2	3	3	2	3	3	2	3	2	3	4	3	3	3	3	3	2
Clean-up of Naples Bay and other water bodies including coordination with other government bodies and addressing stormwater runoff from the City. (Importance)	5	5	4	5	5	5	5	5	5	5	5	5	5	4.5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Clean-up of Naples Bay and other water bodies including coordination with other government bodies and addressing stormwater runoff from the City. (Satisfied the City is addressing)	3	3	3	3	4	3	4	3	3	4	3	3	3	3	3	3	3	3	3	2.5	2.5	3	3.5	3	4	3	3	3	3
Redevelopment and associated downtown issues such as traffic management, parking in residential areas, and noise. (Importance)	5	5	5	5	5	5	4.5	4.5	5	5	5	5	5	4.5	5	5	4	5	5	5	5	5	4.5	5	5	5	5	5	5
Redevelopment and associated downtown issues such as traffic management, parking in residential areas, and noise. (Satisfied the City is addressing)	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	2	3	5	2.5	3	4.5	3	5	3	3	3	3



ISSUES - 2

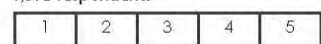
Issues	Neighborhood																													
	Overall	Aquiline Shores (58)	Avion Park (3)	Bayfront (17)	Bear's Paw (4)	Coquina Sands (57)	Eagle Oak Ridge (6)	Estuary at Gray Oaks (12)	Golden Shores (3)	Golden Drive (2)	Gulf Shore Blvd. Condominiums (106)	Gulf Shore Property Association (11)	Lake Park (39)	Little Harbour (4)	Mornings (171)	Mornings Park (20)	Naples Bay Resort / Cottages (1)	Naples City Assoc. (12)	Old Naples (365)	Other (37)	Oyster Bay (16)	Park Shore (273)	Park West (2)	Port Royal (31)	River Park (3)	Royal Harbor (62)	Seagate (29)	Resident & Business Owners (111)	Business Owners Only (39)	
Redevelopment and associated downtown issues such as special event management and more public parking. (Importance)	4	5	4	5	5	5	4	4	5	4.5	5	4	5	4	4	4	4	4	4	4	4	5	4.5	5	5	4	5	4	5	
Redevelopment and associated downtown issues such as special event management and more public parking. . (Satisfied the City is addressing)	3	3	3	3.5	3	3	3.5	3	4	3	3	3	3	3.5	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	
Affordability including the high cost of property insurance and state property tax policies. (Importance)	5	5	4	5	5	5	5	5	5	4.5	5	5	5	4	5	5	4	4	5	5	5	5	3.5	5	5	5	5	5	5	4.5
Affordability including the high cost of property insurance and state property tax policies. (Satisfied the City is addressing)	3	3	3	3	3	3	3.5	3	4	3.5	3	3	3	3	3	3	3	3	3	3	3	3	3.5	3	4	3	3	3	3	
Green space and recreation to include development of public parks, the Gordon River Greenway, bikeways and sidewalks. (Importance)	5	5	5	5	5	5	4.5	5	5	4	5	4	5	4.5	5	5	4	5	5	4.5	4.5	5	4	5	5	5	5	5	5	
Green space and recreation to include development of public parks, the Gordon River Greenway, bikeways and sidewalks. (Satisfied the City is addressing)	4	4	3	4	4.5	4	4	4	5	3.5	4	4	4	4	4	4	3	4	4	4	4	4	3.5	4	5	4	4	4	4	
Beach issues such as Red Tide and erosion. (Importance)	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Beach issues such as Red Tide and erosion. (Satisfied the City is addressing)	2	2	3	2	3	2	4	2	3	3	2	2	3	3	2	3	2.5	2	2	2	2	2	2.5	2	5	2.5	2	2	2	
Beach issues such as parking availability and access. (Importance)	4	4	5	5	5	4	5	5	5	4	4	4	5	4	4	5	4	4	5	5	5	4	4	4	5	4	4	5	5	
Beach issues such as parking availability and access. (Satisfied the City is addressing)	3	4	4	3	4	3	4	3	2	3.5	3	3	3	3.5	4	3	3	3	3	3	3	4	4.5	3	5	3	3	4	3	
Aligning City services with demands, Improving Governance through cost-sharing interlocal agreements, and City participation in organizations addressing regional issues. (Importance)	4	4	4	5	3.5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	5	4	4	4	4	
Aligning City services with demands, Improving Governance through cost-sharing interlocal agreements, and City participation in organizations addressing regional issues. (Satisfied the City is addressing)	3	3	3	4	3.5	3	4	3	4	3.5	3	3	3	4	3	3	3	3	3	3	3	3	3.5	3	5	3	3	3	3	

## Goals - Results

Survey Question: The 2007 Vision document resulted in five goals to preserve the special nature of Naples. How strongly do you feel that these goals remain important? How satisfied do you feel the City is addressing this goal?

Preserve Naples distinctive small-town character and culture.  
(Importance)

1,573 respondents



Unimportant      Moderately Important      Very Important  
Median: 5      IQR: 0

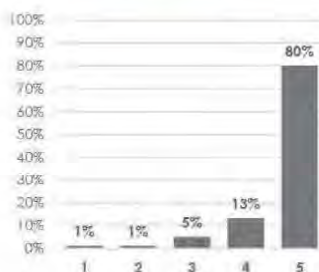
Preserve Naples distinctive small-town character and culture.  
(Satisfied the City is addressing)

1,563 respondents

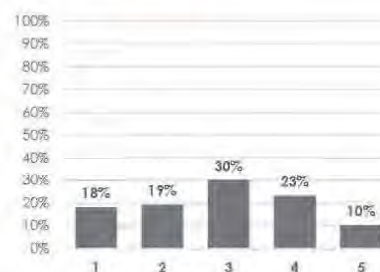


Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 3      IQR: 2

Importance

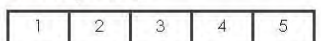


Satisfaction



Make Naples the green jewel of Southwest Florida by protecting the natural environment through restoring Naples Bay, promoting community sustainability, and establishing more green space.  
(Importance)

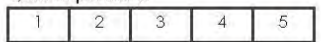
1,575 respondents



Unimportant      Moderately Important      Very Important  
Median: 5      IQR: 0

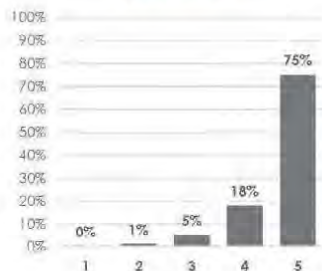
Make Naples the green jewel of Southwest Florida by protecting the natural environment through restoring Naples Bay, promoting community sustainability, and establishing more green space.  
(Satisfied the City is addressing)

1,563 respondents

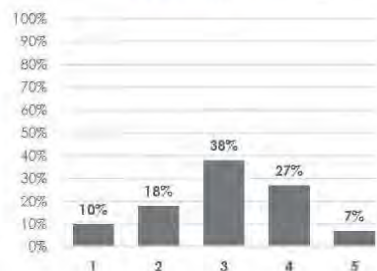


Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 3      IQR: 2

Importance



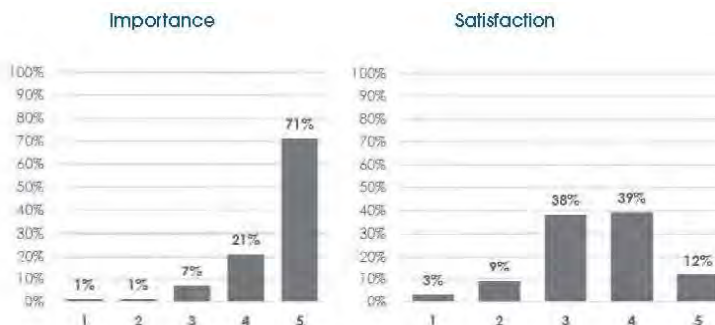
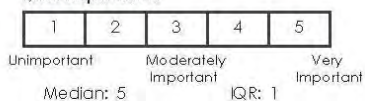
Satisfaction



Survey Question: The 2007 Vision document resulted in five goals to preserve the special nature of Naples. How strongly do you feel that these goals remain important? How satisfied do you feel the City is addressing this goal?

Maintain an extraordinary quality of life for residents through improving City amenities for residents, enhancing community health, mobility and public safety. (Importance)

1,569 respondents



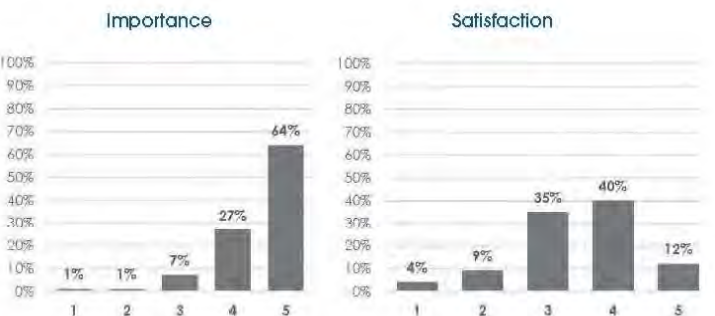
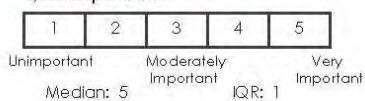
Maintain an extraordinary quality of life for residents through improving City amenities for residents, enhancing community health, mobility and public safety. (Satisfied the City is addressing)

1,556 respondents



Strengthen the economic health and vitality of the City by maintaining the viability of local businesses. (Importance)

1,566 respondents



Strengthen the economic health and vitality of the City by maintaining the viability of local businesses. (Satisfied the City is addressing)

1,558 respondents



Survey Question: The 2007 Vision document resulted in five goals to preserve the special nature of Naples. How strongly do you feel that these goals remain important? How satisfied do you feel the City is addressing this goal?

Maintain and enhance governance capacity for public service and leadership through enacting strategies to ensure a well-run local government and providing leadership on larger issues that impact the quality and future of Naples. (Importance)

1,557 respondents



Unimportant      Moderately Important      Very Important  
Median: 5      IQR: 1

Maintain and enhance governance capacity for public service and leadership through enacting strategies to ensure a well-run local government and providing leadership on larger issues that impact the quality and future of Naples. (Satisfied the City is addressing)

1,536 respondents



Not Satisfied      Moderately Satisfied      Very Satisfied  
Median: 3      IQR: 1





## Goals - Summary

The Goals developed as part of a Vision lie at the very heart or core of a community. The adopted Goals are intended to be overarching elements of a Vision that if implemented, will maintain or improve the quality of life for all residents.

In 2007, five key goals were developed by the community. Below is a listing of the goals as developed for the 2007 Vision, and as presented in the on-line survey. To the right of each question is the median value as well as the calculated IQR score:

Goals	Importance		Satisfied the City is Addressing	
	Median	IQR	Median	IQR
Preserve Naples distinctive small-town character and culture.	5	0	3	2
Make Naples the green jewel of Southwest Florida by protecting the natural environment through restoring Naples Bay, promoting community sustainability, and establishing more green space.	5	0	3	2
Maintain an extraordinary quality of life for residents through improving City amenities for residents, enhancing community health, mobility and public safety.	5	1	4	1
Strengthen the economic health and vitality of the City by maintaining the viability of local businesses.	5	1	4	1
Maintain and enhance governance capacity for public service and leadership through enacting strategies to ensure a well-run local government and providing leadership on larger issues that impact the quality and future of Naples.	5	1	3	1

### Importance

Of the 5 goals developed in the 2007 Vision, all 5 received a median score of 5 with an IQR score of 1 or less, showing a very high degree of consensus that these goals remain relevant.

### Satisfaction

Of the 5 goals developed in the 2007 Vision, 3 registered a median satisfaction score of 3. While a score of 3 correlates to a person being 'Moderately Satisfied', the City may wish to view this as a 'yellow flag' and potential area of concern, warranting additional attention.

As with the analysis of the respondent's feelings on the features and issues from the 2007 survey, it is possible to compare the overall median scores for the goals from the 2007 Vision with the median scores by neighborhood. This allows the reader to evaluate whether an issue may be of greater or lesser importance or satisfaction in a neighborhood as compared to the overall City. This information is being presented to better assist the City in determining how best to address issues that arise from this survey for not just the overall community but from a neighborhood level as well. The table on the next page allows the reader to view the total overall median score by question with the corresponding median score by neighborhood regarding the Vision goals.

In viewing the neighborhood by neighborhood median results for goals as compared to the overall median scores, there are only 3 instances of where the median score on a question varied significantly (2 points or more) from the overall median score. In each of these cases, the neighborhood had a limited number of respondents (3 or less) which can skew the median score rather easily. From the above, the reader can conclude that the median score for the total community is representative of the individual neighborhoods in how they assess both the importance of the goals from the 2007 Vision as well as their respective satisfaction levels with the performance of the City in these areas.

GOALS

Goals	Neighborhood																																				
Median Scores By Neighborhood (Goals)		Aquatic Shores (88)	Avlon Park (3)	Bayfront (17)	Bay's Bow (4)	Croquina Sands (67)	Eagle Oak Ridge (6)	Estuary at Grey Oaks (12)	Golden Shores (3)	Gordon Drive (2)	Gulf Shore Blvd. Condominiums (106)	Gulf Shore Property Association (11)	Lake Park (39)	Little Harbour (4)	Mooring's (171)	Mooring's Park (20)	Naples Bay Resort / Cottages (1)	Naples Bay Assoc. (12)	Old Naples (66)	Other (37)	Oyster Bay (6)	Palm Shores (273)	Park West (2)	Port Royal (31)	River Park (3)	Royal Harbor (62)	Seagale (29)	Resident & Business Owners (11)	Business Owners Only (39)								
	Overall																																				
Preserve Naples distinctive small-town character and culture. (Importance)	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4.5	5	5	5	5	5	5	5	5	5	5	5	5	5						
Preserve Naples distinctive small-town character and culture. (Satisfied the City is addressing)	3	3	3	3	3.5	3	2.5	4	3	2.5	3	3	3	3	3	3	4	3	3	3	2	3	4	3	5	3	3	3	3	3	3						
Make Naples the green jewel of Southwest Florida by protecting the natural environment through restoring Naples Bay, promoting community sustainability, and establishing more green space. (Importance)	5	5	4	5	5	5	4.5	5	5	5	5	5	5	5	5	5	5	4.5	5	5	5	5	4	5	5	5	5	5	5	5	5						
Make Naples the green jewel of Southwest Florida by protecting the natural environment through restoring Naples Bay, promoting community sustainability, and establishing more green space. (Satisfied the City is addressing)	3	3	3	4	3.5	3	2.5	3.5	3	3.5	3	3	3	3	3	3	4	3	3	3	3	3	3	3	5	3	3	3	3	3	3						
Maintain an extraordinary quality of life for residents through improving City amenities for residents, enhancing community health, mobility and public safety. (Importance)	5	5	3.5	5	5	5	4.5	5	5	4.5	5	5	5	4.5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5					
Maintain an extraordinary quality of life for residents through improving City amenities for residents, enhancing community health, mobility and public safety. (Satisfied the City is addressing)	4	4	3	4	4	3	3	4	4	3.5	4	3	3	4	3	3	4	4	3	3	4	4	3.5	3	3	3	4	3	3	3	3	3					
Strengthen the economic health and vitality of the City by maintaining the viability of local businesses. (Importance)	5	5	2	5	5	5	5	5	5	4.5	5	5	5	5	5	5	5	4	5	5	5	5	4.5	5	5	5	5	5	5	5	5	5					
Strengthen the economic health and vitality of the City by maintaining the viability of local businesses. (Satisfied the City is addressing)	4	4	4	4	4	3	3.5	3	3	3.5	4	4	3	4.5	4	3	3	3.5	3	4	3.5	4	4	4	4	3	4	4	4	4	4	4					
Maintain and enhance governance capacity for public service and leadership through enacting strategies to ensure a well-run local government and providing leadership on larger issues that impact the quality and future of Naples. (Importance)	5	5	4	5	4.5	5	4.5	4	5	4.5	5	5	5	5	5	5	5	4.5	5	5	5	5	4.5	5	5	5	5	5	5	5	5	5					
Maintain and enhance governance capacity for public service and leadership through enacting strategies to ensure a well-run local government and providing leadership on larger issues that impact the quality and future of Naples. (Satisfied the City is addressing)	3	4	3	3.5	3.5	3	4	4	3	3.5	4	3	3	3.5	3	4	4	3.5	3	3.5	3	4	3.5	3	4	3	3	3	3	3	3	3					

## Survey Rankings

During the Vision Assessment workshops, there were many items that participants considered and identified to be key features and issues the city is facing today. Following the workshops, those items were recorded, organized, and subsequently placed in the online survey for ranking of importance. These also included those items that had previously been identified as features or issues in 2007. Respondents were asked to choose up to ten (10) features and ten (10) issues. The results are shown below in order of importance. Each feature / issue is followed by the number of votes it received. Those that are bold and underlined represent features and issues in the current Vision. Some issues may be strongly related to those in the existing vision or to one another and are noted with an asterisk\*.

Features	Issues
<b><u>Beaches: 1,323</u></b>	<b><u>Clean-up of Naples Bay and other water bodies: 911</u></b>
<b><u>Cleanliness: 1,211</u></b>	Growth and development (over development): 863*
Community safety / low crime: 1,107	<b><u>Beach maintenance &amp; re-nourishment: 836</u></b>
<b><u>Beautiful landscaping: 879</u></b>	Keeping downtown quaint with small businesses: 767*
<b><u>Excellent medical facilities: 787</u></b>	Better stormwater management: 576
Dining and entertainment options: 664	Increased density: 561*
Water quality: 654	<b><u>Affordability: 543</u></b>
Bicycle and pedestrian access: 651	Drinking water quality: 489
Low building heights: 597	<b><u>Greenspace (trees), beach, and recreation: 456</u></b>
<b><u>Peaceful small-town atmosphere 559</u></b>	Better medical and emergency services: 417
Community character and culture: 482	Zoning and building code enforcement: 413*
Environmental protection and organizations: 464	Cost of living: 394*
Accessible airports: 401	More bicycle and pedestrian paths and safety: 366
<b><u>Feeling of non-pretentious charm and substance: 389</u></b>	Better building codes and design standards: 364
<b><u>Friendly place, friendly people: 332</u></b>	<b><u>Redevelopment and downtown issues: 328</u></b>
<b><u>High quality image of the city: 326</u></b>	Resiliency and sea level rise: 293
Greenspace: 323	Airport noise and related issues: 289
<b><u>Quiet, laid-back lifestyle: 320</u></b>	Noise pollution: 281
<b><u>Quality of City services: 315</u></b>	<b><u>Workforce housing: 278</u></b>
<b><u>Cultural offerings: 305</u></b>	Improved infrastructure: 278
Effective land use: 300	Landscape / construction / heavy vehicle impacts: 277
Historic districts and preservation: 294	Sufficient public parking: 272
Healthy lifestyles: 273	<b><u>Beach access: 266</u></b>
Weather: 251	Primacy of residents: 251
Citizen community involvement: 241	Traffic enforcement: 227*
There are relatively few traffic issues: 210	Short term rentals: 198
<b><u>Values and ethics of people: 210</u></b>	Need for ethics committee: 186
<b><u>Many outdoor activities (inc. parks and rec.): 194</u></b>	<b><u>Governance: 180</u></b>
Locally owned businesses: 192	Rent costs for small businesses: 173
Residential primacy: 189	<b><u>Annexation: 157</u></b>
Diversity of residents: 139	<b><u>Transportation: 153</u></b>
Availability of special events: 135	Education and continuing education: 110
Library resources: 113	On-street parking: 108
Educational opportunities: 103	Improved beach regulations: 87
<b><u>Wealthy, high-caliber people: 60</u></b>	
Philanthropy: 50	
Urban revitalization: 34	
Retail opportunities: 31	

# Appendix



## Appendix A

### Workshop #1

#### Location:

St. Ann's Catholic Church, Rooney Hall  
995 3rd Street South

#### Date:

Monday, January 14, 2019  
1:00 - 3:00 pm

#### Number of Attendees:

153



Workshop #1

Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>• High quality image of the City</li> <li>• Beautiful landscaping</li> <li>• Peaceful, small town atmosphere</li> <li>• Friendly place, friendly people</li> <li>• Beaches - access and beauty</li> <li>• Many outdoor activities</li> <li>• Cleanliness</li> <li>• Cultural offerings</li> <li>• Quiet, laid-back lifestyle</li> <li>• Excellent medical facilities</li> <li>• Quality of City services</li> <li>• Feeling of non-pretentious charm and substance</li> <li>• Values and ethics of people</li> <li>• <u>Wealthy, high-caliber people</u></li> </ul>	<ul style="list-style-type: none"> <li>• <del>Annexation</del></li> <li>• Transportation</li> <li>• Workforce housing</li> <li>• Clean-up of Naples Bay and other water bodies</li> <li>• Redevelopment and downtown issues</li> <li>• Affordability</li> <li>• Green space, beach and recreation</li> <li>• Governance</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida</li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul>
<ul style="list-style-type: none"> <li>• <i>High Quality Neighborhoods</i></li> <li>• <i>STRONG ZONING</i></li> <li>• <i>"Mid-Western" FEEL</i></li> <li>• <i>CITY OF NEIGHBORHOODS</i></li> <li>• <i>NO TRAFFIC ISSUES</i></li> <li>• <i>NO TRAFFIC</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>BEACH MAINTENANCE + GROOMING</i></li> <li>• <i>GREEN SPACE PROTECTION</i></li> <li>• <i>MOVE AIRPORT</i></li> <li>• <i>KEEP AIRPORT</i></li> <li>• <i>LACK OF ETHIC RULES TOWN OFFICIALS</i></li> <li>• <i>ZONING ENFORCEMENT (STANDARD)</i></li> <li>• <i>PRIORITY ON RESIDENTS QUALITY OF LIFE</i></li> <li>• <i>DENSITY, INTENSITY TOO MUCH</i></li> <li>• <i>HEIGHT OF BUILDINGS</i></li> <li>• <i>SMALL BUSINESS SQUEEZE</i></li> <li>• <i>FUTURE OF 10TH ST BUSINESSES</i></li> <li>• <i>AIR PLANE NOISE</i></li> <li>• <i>MULTI-MODAL TRANSPORTATION</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>MAINTAIN TREES + GREENERY</i></li> <li>• <i>REDESIGN 5TH AVE + 41 (4 CORNERS)</i></li> <li>• <i>INFRAStructure SUPPORT GROWTH</i></li> <li>• <i>PROTECT CURRENT GREENERY + GREEN SPACES</i></li> <li>• <i>CREATE MECHANISMS TO CREATE MORE GREEN SPACES</i></li> <li>• <i>GIVE PRIORITY TO RESIDENTIAL NEIGHBORHOODS OVER COMMERCIAL TOURIST INTERESTS</i></li> <li>• <i>FIX WATER QUALITY ISSUES</i></li> <li>• <i>MORE MEDICAL SUPPORT FACILITIES</i></li> </ul>

Workshop #1

Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>• High quality image of the City Y</li> <li>• Beautiful landscaping Y</li> <li>• Peaceful, small town atmosphere Y</li> <li>• Friendly place, friendly people Y</li> <li>• Beaches - access and beauty Y</li> <li>• Many outdoor activities Y</li> <li>• Cleanliness Y</li> <li>• Cultural offerings Y</li> <li>• Quiet, laid-back lifestyle Y</li> <li>• Excellent medical facilities Y</li> <li>• Quality of City services Y</li> <li>• Feeling of non-pretentious charm and substance Y</li> <li>• Values and ethics of people Y</li> <li>• Wealthy, high-caliber people Y</li> </ul>	<ul style="list-style-type: none"> <li>• Annexation</li> <li>• Transportation</li> <li>• Workforce housing</li> <li>• Clean-up of Naples Bay and other water bodies</li> <li>• Redevelopment and downtown issues</li> <li>• Affordability</li> <li>• Green space, beach and recreation</li> <li>• Governance</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida</li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul>
<ul style="list-style-type: none"> <li>- Gulf - water/Bay Quality</li> <li>- Walkable</li> <li>- warm sunny days</li> <li>- Fine dining</li> <li>- Old Naples - No high rises</li> <li>- Free Downtown parking garages</li> </ul>	<ul style="list-style-type: none"> <li>- Transparency + partnership with government</li> <li>- Neighborhood Representation ie. Old Naples</li> <li>- Tourists vs. Nontourists (priorities?)</li> <li>- Water Quality</li> <li>- Compliance with Zoning laws</li> <li>- Traffic</li> <li>- Beach ownership</li> <li>- Education</li> </ul>	<ul style="list-style-type: none"> <li>- Broader tax Base ie. B&amp;B, rentals</li> <li>- No high rises - for our community</li> </ul>



Workshop #1

# Naples Vision Assessment

## Features

— No High Rises / Beach or Downtown —

- High quality image of the City
- Beautiful landscaping
- Peaceful, small town atmosphere
- Friendly place, friendly people
- Beaches - access and beauty
- Many outdoor activities
- Cleanliness
- Cultural offerings
- Quiet, laid-back lifestyle
- NO • Excellent medical facilities?
- Quality of City services
- NO • Feeling of non-pretentious charm and substance?
- Values and ethics of people
- ~~rich~~ wealthy, high-caliber people
- ~~PIER~~ <sup>humane</sup>

- Weather
- Wide Variety of excellent restaurants
- Welcoming Churches + Synagogues
- Natural beauty
- Shopping
- Zoo
- Botanical Gardens
- Art in Naples - Proximity
- Sageson Theatre
- Naples Art Association
- Golf, tennis, Pickleball
- Bridge, Pinocle
- Historic district
- Library - ENGAGED
- Art Shows PARTICIPATING
- Greenway
- Veterans Park
- Conservancy
- Coastland Mall
- Access to Organic Groceries - local thought
- No State income tax
- Accessible airports

## Issues

- Annexation
- Transportation
- Workforce housing
- Clean-up of Naples Bay and other water bodies
- Redevelopment and downtown issues
- Affordability
- Green space, beach and recreation
- Governance
- Other

Taxes  
Mega Mansions  
Design Standards

- Zoning Updated?
- Red Tide
- City Arborist
- ~~Variances~~ Variances
- Permits
- Stormwater
- No Negotiation
- Cycling Accidents
- Drug Abuse
- Cell towers
- Parking
- Safety
- Education
- Government Ethics

## Goals

- Preserve the Town's distinctive character and culture
- Make Naples the green jewel of Southwest Florida environmentally friendly
- Maintain an extraordinary quality of life for residents
- Strengthen the economic health and vitality of the City
- Maintain and enhance governance capacity for public service and leadership
- Zoning Design Adherence
- Easier traffic flow to downtown

- Develop a plan to measure the achievement of these goals.
- Best health care or destination health care
- Safety.



Workshop #1

Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>• High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>• Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>• Excellent medical facilities</li> <li>✓ Quality of City services</li> <li>• Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>• Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>X Annexation</li> <li>• Transportation</li> <li>X Workforce housing</li> <li>• Clean-up of Naples Bay and other water bodies</li> <li>• Redevelopment and downtown issues</li> <li>• Affordability</li> <li>• Green space, beach and recreation</li> <li>• Governance</li> <li>• Other</li> </ul> <p><i>No Workforce housing</i> <i>No Annexation</i></p> <p><i>Nothing in the "right of way" res. red, blue reflections, rocks, plastic pipes etc.!!</i> <i>Utility Issues like CA</i></p> <p><i>Parking</i> <i>Need synchronize traffic lights</i></p> <p><i>Not enough public Restrooms</i> <i>Air Planes Noise</i></p> <p><i>Limit Impact of County Growth</i> <i>ex. triangle project &amp; Dunes + US41</i></p> <p><i>Smoking on the Beach</i> <i>Keep tight Restrictions!</i></p> <p><i>Too Many Variances Granted: This is a source of political corruption</i></p> <p><i>Control Air B+B + VBRO Activity - Advise Condo Assoc. on ways to harden rules</i></p> <p><i>Car Noise Downtown</i></p> <p><i>Affordability cannot be controlled by government - do later</i> <i>Workforce housing - should not be subsidized by the City - free market</i></p>	<ul style="list-style-type: none"> <li>• Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida</li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul> <p><i>What does this mean?</i></p> <p><i>Remember the residents, not just tourists -</i> <i>Improve US41 right turn onto Goodlette to reduce backups on Gordon bridge</i> <i>Keep Naples safe / support Police</i> <i>Important to repurpose space (old bldgs)</i></p>

Workshop #1

Naples Vision Assessment		
Features	Issues <i>PLEASE DON'T</i>	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>* Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>• Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings                             <ul style="list-style-type: none"> <li>• Quiet, laid-back lifestyle</li> <li>• Excellent medical facilities</li> <li>• Quality of City services</li> </ul> </li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>✓ Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>✓ Annexation</li> <li>✓ Transportation</li> <li>✓ Workforce housing</li> <li>✓ Clean-up of Naples Bay and other water bodies</li> <li>✓ Redevelopment and downtown issues</li> <li>✓ Affordability</li> <li>✓ Green space, beach and recreation</li> <li>✓ Governance</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve the Town's distinctive character and culture</li> <li>• <del>Make</del> <sup>KEEP</sup> Naples the green jewel of Southwest Florida</li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance/capacity for public service and leadership - <i>Provide Private space for citizens to be able to meet with Council Members.</i></li> </ul>
<ul style="list-style-type: none"> <li>• Caring in times of emergency</li> </ul>	<ul style="list-style-type: none"> <li>• <del>AVOID</del> Increased Density</li> <li>• Communication with Residents</li> <li>* You cannot rebrand the City to bring people here and <del>also</del> preserve our Small Town Charm at the same time.</li> <li>• AVOID "not in my backyard"</li> <li>• Traffic</li> <li>• Variances should be the exception <u>Not</u> the rule</li> <li>NOTE: Issues * Goals ARE Too Broad</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve the Green Space that remains</li> <li>• Fiduciary responsibility! (pay taxes when we have high interest debt)</li> </ul>

Workshop #1

Naples Vision Assessment		
3 Community Feedback Session, Coquina District, Naples, Florida		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>✓ Excellent medical facilities</li> <li>✓ Quality of City services</li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>✓ Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>• Annexation 1)</li> <li>• Transportation 2)</li> <li>• Workforce housing</li> <li>• Clean-up of Naples Bay and other water bodies 3)</li> <li>• Redevelopment and downtown issues 4)</li> <li>• Affordability 5)</li> <li>• Green space, beach and recreation</li> <li>• Governance 6)</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve the Town's distinctive character and culture</li> <li>✓ Make Naples the green jewel of Southwest Florida 1)</li> <li>✓ Maintain an extraordinary quality of life for residents 2)</li> <li>✓ Strengthen the economic health and vitality of the City</li> <li>✓ Maintain and enhance governance capacity for public service and leadership</li> </ul>
<p>• Birth town on open green + sensitivity to environment</p> <p>A Water quality</p> <p>New One</p> <p>Maintain Small local Business</p> <p>Architecture consistent with Small Town character + Charm</p> <p>Residents are the Primary stakeholders</p>	<p>1) Consider annexation of triangle - for better management of access to the city</p> <p>2) Traffic congestion</p> <p>3) Fertilizer impact on Red tide + sea level rise</p> <p>4) Midsize growth: Enforce zoning codes + stop minor variances: no more PO's</p> <p>5) Concern affordability rents small business Owners</p> <p>6) better voice for residents Community (retirees + local business)</p> <p>7) Improve + upgrade infrastructure to support development</p> <p>8) Implication of decision on budget/tax: fiscal accountability</p> <p>9) Short term rentals</p>	<p>1) Ecologically friendly + responsible</p> <p>2) UN - fiscal responsibility</p> <p>3) fiscal responsibility</p> <p>4) Recognize primary of residents when developing vision and enforce of vision</p> <p>5) Parks + green space</p>



Workshop #1

Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>✓ Excellent medical facilities</li> <li>✓ Quality of City services</li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>• <u>wealthy</u>, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>✓ Annexation</li> <li>✓ Transportation                             <ul style="list-style-type: none"> <li>• Workforce housing</li> </ul> </li> <li>✓ Clean-up of Naples Bay and other water bodies</li> <li>✓ Redevelopment and downtown issues</li> <li>• Affordability</li> <li>✓ Green space, beach and recreation</li> <li>✓ Governance</li> <li>Other                             <ul style="list-style-type: none"> <li>HEALTHCARE - <del>extra hospital</del></li> <li>continuing Education</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve the Town's distinctive character and culture</li> <li>✓ Make Naples the green jewel of Southwest Florida</li> <li>✓ Maintain an extraordinary quality of life for residents                             <ul style="list-style-type: none"> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul> </li> </ul>
<p>NO HI-RISES (CAR)</p> <p>WALKABILITY &amp; BIKING</p> <p>LEDs ON STOP SIGNS</p> <p>NON COMMERCIAL FEELING</p> <p>CONNECTION TO H<sub>2</sub>O</p> <p>PARKS</p> <p>RSW AIRPORT</p> <p><del>RESIDENTS VS.</del></p> <p>FOURIST</p> <p>SENSE OF COMMUNITY</p> <p>WEATHER &amp; WATER</p>	<p>SR. TRANSPORT</p> <p>PARKING</p> <p>BIKING LANES</p> <p>TRUCKS (TRASHY NOISE)</p> <p>HI-RISE / CONGESTION</p> <p>AIRPORT NOISE (in early morning)</p> <p>SPEEDING</p> <p><del>BETTER FESTIVALS</del></p> <p>WEEKLY RENTALS BY HOMEOWNERS</p> <p>RETAIL RENTS</p>	<p>WALK OR BIKE ANYWHERE</p> <p>MORE DIVERSE (AGE, ETC)</p> <p>MORE 4WAY STOPS</p> <p>CONTROL GROWTH or - high density (Less)</p> <p>LOW NOISE PLASTIC DUMPSTER &amp; TRASH TRUCKS</p> <p>HIGHER QUALITY FESTIVALS</p> <p>ETHICAL GOVERNMENT</p>



Workshop #1

Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>✓ Excellent medical facilities</li> <li>✓ Quality of City services</li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>✓ <del>Healthy, high caliber people</del></li> </ul>	<ul style="list-style-type: none"> <li>✓ Annexation</li> <li>✓ Transportation</li> <li>✓ Workforce housing</li> <li>✓ Clean-up of Naples Bay and other water bodies</li> <li>✓ Redevelopment and downtown issues</li> <li>✓ Affordability</li> <li>✓ Green space, beach and recreation</li> <li>✓ Governance</li> <li>✓ <del>Other</del></li> </ul>	<p><b>OVERDEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>✗ Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida</li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul> <p>• OCEAN + ENVIRONMENTAL change</p> <p>• TRANSPORTATION CONCERN</p>
<ul style="list-style-type: none"> <li>✓ SAFE CITY</li> <li>✓ Philanthropic</li> <li>✓ PARKS - source of community</li> <li>✓ SPECIAL EVENTS</li> <li>✓ BEACH PROTECTION SUCCESS</li> <li>✓ Road System</li> <li>✓ Good AIRPORT</li> <li>✓ LIBRARY ACCESS</li> <li>✓ Effective land use planning</li> <li>✓ URBAN PLANNING + revitalization</li> <li>✓ DIVERSITY of Real Estate</li> <li>✓ CONVENIENT SHOPPING + SERVICES</li> <li>✓ VOLUNTEER OPPORTUNITIES</li> </ul>	<p><b>PARKING DOWNTOWN</b></p> <p><b>ZONING VARIANCES</b></p> <p><b>Real Estate</b></p> <p>Accommodation to employees - housing transportation</p> <p>Road safety - cycling</p> <p>debris rise - restoration</p> <p>Bike + pedestrian paths</p> <p>Emergency support services</p> <p>AIRPORT NOISE</p> <p>Beach replenishment</p> <p>COAST + GROUND INFRASTRUCTURE</p> <p>Beach smoking</p> <p>RENTAL PROPERTIES</p> <p>AUTO SPEEDING</p> <p>TRANSPORTATION ON CITY/RAIL ISSUES</p> <p>Recycling</p> <p>CONTROL COMMERCIAL</p> <p><b>WATER CONCERN</b></p>	

Workshop #1

Naples Vision Assessment		
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<p><del>Low crime rate</del></p> <ul style="list-style-type: none"> <li>✓ low crime rate</li> <li>✓ high quality water</li> <li>✓ safe driving; minimization of traffic risks</li> </ul>	<ul style="list-style-type: none"> <li>Growth + overbuilding</li> <li>Exceptions to building code - (. height)</li> <li>Traffic - amount + quality of driving + accidents</li> <li>Clean up of beaches</li> <li>Red Tide</li> <li>Drinking water quality</li> <li>Reclaimed water?</li> <li>Cost of living</li> <li>lack of green spaces</li> <li>Governance - Ethics</li> <li>power recovery</li> </ul>	<p><i>Transport</i></p> <ul style="list-style-type: none"> <li>↳ parking</li> <li>↳ public transport</li> <li>↳ walkability</li> <li>↳ no traffic on St. Ave</li> <li>↳ public education on use of circles</li> <li>↳ enforce traffic regulations</li> </ul>

Workshop #1

# Naples Vision Assessment

## Features

- High quality image of the City
- Beautiful landscaping
- Peaceful, small town atmosphere
- Friendly place, friendly people
- Beaches - access and beauty
- Many outdoor activities
- Cleanliness
- Cultural offerings
- Quiet, laid-back lifestyle
- ~~Excellent~~ medical facilities
- Quality of City services
- Feeling of non-pretentious charm and substance
- Values and ethics of people
- Wealthy, high-caliber people

## Issues

- ~~Annexation~~ *No, thank you*
- Transportation
- ~~Workforce-housing~~ *countywide issue*
- Clean-up of Naples Bay and other water bodies
- Redevelopment and downtown issues
- ~~Affordability~~
- Green space, beach and recreation
- Governance
- ~~Other~~

## Goals

- Preserve the Town's distinctive character and culture *small town*
- Make Naples the green jewel of Southwest Florida
- Maintain an extraordinary quality of life for residents
- Strengthen the economic health and vitality of the City
- Maintain and enhance governance capacity for public service and leadership

### Wonderful Winter Weather!

Talented (varied) residents

Promote small town character / quiet neighborhoods

Preservation of wildlife

Historic preservation of image (variety of housing - without over restricting owner's rights)

Low Rise buildings

NO INCOME TAX - low sales tax

Safe

### BEAUTIFUL BEACHES

Red Tide / Blue Green Algae

Beach Clean-up from fish kills faster

noise pollution → *leaf blowers*

Unrestrained commercial development

run off / sewer septic / pipes infrastructure

too many variances + deviations

zoning (commercial + residential)

light pollution on the beach

becoming overcongested (traffic) in downtown Old Naples

Stronger ethics rules for city government

Unresponsive community healthcare providers *NCH*

Allen Weiss → *wooden* The broken, old jetties on the beach are dangerous

### Pay attention to our unique ENVIRONMENT!

Protect + preserve water, beach, aquatic life, drinking water

less impervious surface

Beach renourishment that makes scientific sense.

Landscaping Noise



Workshop #1

# Naples Vision Assessment

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## Issues

- Annexation
- Transportation
- ✓ Workforce housing
- ✓ Clean-up of Naples Bay and other water bodies
- ✓ Redevelopment and downtown issues
  - Affordability
  - Green space, beach and recreation
  - Governance
  - Other

## Goals

- ✓ Preserve the Town's distinctive character and culture
- ✓ Make Naples the green jewel of Southwest Florida
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Good law enforcement  
Weather, winter  
Good restaurants  
Walkability -  
Park facilities - Cambier  
Philanthropic spirit  
Bikeability  
Shopping

Sidewalk intrusion <sup>household</sup> areas maintain as much as possible  
Red tide  
Smoking on beach - lobby state to allow local decisions.  
Volume - noise  
Traffic flow  
esp 10th + Trail  
Big Aqueduct in afternoon  
- truck backup  
Airplane noise  
Sporadic night lighting - prob. for walkers  
More crosswalks (eg 7th + 3rd)  
Animal waste (many don't pickup)  
Variances for developer too frequent/changes character!  
Shift to accommodate residents on 5th Ave - effect interest for street level walkers - variety, more empty storefronts  
Ample parking for new theater  
Bottleneck from East - Feeding into Naples

Movie theater  
Mitigate traffic congestion forecast  
Adherence to zoning laws  
Ethics ordinance  
Improve seasonal traffic flow  
Improvement in safe walkability, bikeability



Workshop #1

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<p>Healthy Life-Style (Blue Zones)</p> <p>Native landscaping</p> <p>Public art</p> <p>Protecting Wild life</p> <p>Green Space</p> <p>Pedestrian right-of-way</p> <p>Bicycle lanes</p>	<p>Parking-workforce (shuttles) (limits)</p> <p>Underground power</p> <p>Enforcement of building codes noise ordinances variances time limits-bldg</p> <p>Unnecessary sidewalks</p> <p>Drinking Water Quality</p> <p>Traffic enforcement</p> <p>Air traffic noise</p> <p>Traffic congestion (US # 49)</p> <p>Permit medical waste dispensaries.</p> <p>Red Tide / Algae</p> <p>NCH Healthcare</p> <p>Overdevelopment</p>	<p>MAINTAIN VITALITY OF THE CITY</p> <p>ACCOMMODATE TECHNOLOGICAL ADVANCEMENTS.</p>

Workshop #1

# Naples Vision Assessment

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- ✓ High quality image of the City
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- Small, local's galleries, shops

- beach access or water quality
- cultural - both appeal + mix
- pedist. / 5th ave.
- ethics of politicians
- (bldg. no story (above 3)
- green space in front of bldg. stricter arch. reqs.

## Issues

- ✓ Annexation
- ✓ Transportation
- ✓ Workforce housing
- ✓ Clean-up of Naples Bay and other water bodies
- Redevelopment and downtown issues
- Affordability
- Green space, beach and recreation
- Governance
- Other

- port of coffee, annex to Naples @ Davis
- Traffic issues
- high perfectly - clean water
- water, enough for read.
- historic preservation
- 1st issues / stick height
- no more pkg. garages
- change bldg. codes re setbacks
- affordable bus. wants to small businesses
- 5th + 3rd. should be quiet, welcoming small bus. w/ green spaces
- ethics committee oversight
- airport (plane) noise

## Goals

- Preserve the Town's distinctive character and culture
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has not been done - violated all 2 cos. to determine look, feel etc. of Naples  
McLure / Hoffmann need to make  
MANAGE + control development  
stop over-inflated prices  
increase / protect beach access  
increase green space esp. in commercial areas  
recognize ethics publication  
red tide manage.  
property owners who are non Fla residents have more of a say.

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<p>Current small scale of buildings Historic safety + welfare of population Public Liberty Quality of fire + Police services Community Beach Access</p>	<p>Not following vision plan re: Downtown Dev. Building Code Traffic control (experts) Too many Building variances Commercial Truck Routes Truck Airplane Noise, Sirens Noise: Blowers Above ground power lines More gun control in public places More cross walks Re stripe 3rd street Street Lights Cross walk signals Too Liberal in Architectural Signage on Buildings Airport Curfew--Adhere to Curfew Rules Police control of 4 way stops Public transportation--Long distance CAB Roaming Streets</p>	<p>Make Naples a Quiet Community: 1) Airplanes 2) Lack of mufflers 3) Blowers 4) Commercial Truck Noise 5) Construction Noise 6) Car Radios + motorcycle Plans for public parking enforce speed limits + stop signs as part of a far reaching plan Regulate ownership of commercial properties to safeguard city. (Firm Financials) A Backup plan for Large Stake-Holders should they default</p>

P.S.



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Workshop #1 Seven Word Stories

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

Friendly, Safe, Healthy, Vibrant, Beautifully lush  
Beach-living!

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

Big Town Paradise with  
Small Town Charm  
or  
PARADISE  
or  
Big Town Feel  
with  
Small Town Charm  
Naples is Paradise

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

Small town charm with real  
world elegance.

CHARM  
ELIGANCE  
INCLUSIVE  
AMBIENCE

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

Paradise without change  
Sparkling water  
Small town  
upscale enviro. friendly  
Clean  
quaint + quiet  
Charming  
SAFE  
SAFE Friendly Small Town Paradise on the Gulf  
PARADISE WITH HOME TOWN FEEL

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

EXISTENCE  
HOSPITALITY  
EFFICIENCY  
CHARM

Small town charm with real world elegance

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

SAFE, PEACEFUL PLACE TO RESTORE  
ONE'S SOUL

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

Beautiful, friendly, cultural,  
walkable, healthy, beach-side paradise,  
community

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

lush green/sunset/beaches/beauty  
safe/livable/sensitive to history  
character/healthy food/drink  
music/charming

## Workshop #1 Seven Word Stories

preserve  
 jewel  
 green land  
 blue water  
 white ~~beach~~  
 Sun Sand  
 Simple So Elegance  
 Happy population  
 happy polite people  
 civil  
 Naples - old Florida with ~~high~~ style  
 Naples: its closer than Hawaii  
 Midwestern values in warm weather

paradise on the Gulf-  
beauty  
good communications  
Culture  
Water Wonderland  
Gentle  
Verdant  
Gastronomical  
Accessible  
Friendly  
Experienced  
Multi-cultural  
Philanthropy  
Golf Paradise  
Recreational

NAPLES IS .....  
Your recreational,  
gastronomical  
paradise on the  
Gulf "

[illegible]

Naples in Seven Words

Naples, the... Naples, is... Naples, a...

charm  
friendly  
cultural  
beachfront  
bluezone  
residential  
town/community

STORY

residents  
Cham  
gru space  
\* Sunshine  
welcing  
happness

Wishes  
a Small tin ice cream, with  
with remarkable cunning  
Spirit <sup>front</sup> and <sup>back</sup> door  
After <sup>front</sup> and <sup>back</sup> door

Whose anybody knows you have  
+ you're glad you can!  
Presing small tin closter

1. Warm
2. beautiful
3. green
4. safe
5. Small town feel
6. relaxing/peaceful
7. heaven
8. paradise

charm  
flying breezes

~~Paradise is paradise~~  
WORD  
(beautiful place to find)  
~~that~~ peaceful easy feeling

Workshop #1 Seven Word Stories

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...


Naples is a,  
 ① Charming ② Old-fashioned ③ Diverse  
 ④ Beautiful, ⑤ Welcoming ⑥ Safe  
 and ⑦ Vibrant — Small town!

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

Neighborhoods  
 Appealing Weather  
 Pleasant BEACHES  
 Lush Landscaping  
 Entertaining  
 Special People

Happy place to live +  
 — but  
 — Sunsets  
 — Eat, drink, be happy  
 — Beautiful Active  
 — No snow  
 — We are not Palm Beach  
 —  
 Naples... we are not  
 Palm Beach  
 Naples...  
 Your happy, quiet  
 Active home



## Appendix B

### Workshop #2

#### Location:

River Park Community Center  
301 11th Street North

#### Date:

Wednesday, January 16, 2019  
6:00 - 8:00 pm

#### Number of Attendees:

31





Workshop #2

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Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>• Excellent medical facilities</li> <li>• Quality of City services</li> <li>✓ <del>Feeling of non-pretentious</del></li> <li>• charm and substance</li> <li>• Values and ethics of people</li> <li>• <del>Wealthy, high-caliber people</del></li> <li>- <del>high-caliber ppl.</del></li> <li>- Ped. friendly access</li> <li>- Outdoor lifestyle</li> <li>- Pace</li> <li>- Tourism &amp; hosp.</li> <li>- more federal.</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>• Annexation</li> <li>✓ Transportation</li> <li>• Workforce housing <i>(further away from the shoreline)</i></li> <li>* Clean-up of Naples Bay and other water bodies <i>(State issue)</i></li> <li>✓ Redevelopment and downtown issues <i>(cont. to see impact)</i></li> <li>✓ Affordability</li> <li>• Green space, beach and recreation</li> <li>• Governance</li> <li>• Other</li> <li>- Schooling</li> <li>- decrease in service jobs</li> <li>- decrease in young families</li> <li>- Age gap</li> <li>- lack of industry <i>(encourage the young workers)</i></li> <li>- loyal &amp; respect of belonging</li> <li>- Feast or Famine for business</li> <li>- small town feeling</li> <li>- development</li> <li>- Bike racks on buses</li> <li>- more shading (trees, etc.) for ped. paths</li> <li>- Parking (st. access)</li> <li>- Airport noise &amp; air quality</li> <li>- <del>80</del> Ped pathways</li> <li>- <del>and</del></li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve the Town's distinctive character and culture</li> <li>✓ Make Naples the green jewel of Southwest Florida</li> <li>✓ Maintain an extraordinary quality of life for residents</li> <li>✓ Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> <li>- Adl. activ. for child 7-18 yo.</li> <li>- City of Naples Chan. (support of activ.)</li> <li>- After sunset activities</li> <li>- Solar power City (lights, etc)</li> <li>- Rain capture</li> <li>- <del>For</del> Increase diversity</li> <li>- Car-Free life-style</li> <li>- Family priority</li> <li>- Family activities</li> <li>- Encourage learning opportun.</li> <li>- Child funding for middle school</li> <li>- Access to education</li> <li>- Community congr. area (a social green space)</li> </ul>

Workshop #2

Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>High quality image of the City</li> <li>Beautiful landscaping</li> <li>Peaceful, small town atmosphere</li> <li>Friendly place, friendly people</li> <li>Beaches - access and beauty</li> <li>Many outdoor activities</li> <li>Cleanliness</li> <li>Cultural offerings</li> <li>Quiet, laid-back lifestyle</li> <li>Excellent medical facilities</li> <li>Quality of City services</li> <li>Feeling of non-pretentious charm and substance</li> <li>Values and ethics of people</li> <li>Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>Annexation</li> <li>Transportation</li> <li>Workforce housing</li> <li>Clean-up of Naples Bay and other water bodies</li> <li>Redevelopment and downtown issues</li> <li>Affordability</li> <li>Green space, beach and recreation</li> <li>Governance</li> <li>Other</li> </ul>	<ul style="list-style-type: none"> <li>Preserve the Town's distinctive character and culture</li> <li>Make Naples the green jewel of Southwest Florida</li> <li>Maintain an extraordinary quality of life for residents</li> <li>Strengthen the economic health and vitality of the City</li> <li>Maintain and enhance governance capacity for public service and leadership</li> </ul> <p>speaks at meetings</p>
<p>great water quality, beach, landscaping, quiet, small town atmosphere, friendly people, many outdoor activities, cleanliness, cultural offerings, quiet, laid-back lifestyle, excellent medical facilities, quality of city services, feeling of non-pretentious charm and substance, values and ethics of people, wealthy, high-caliber people</p> <p>low cost of living, beautiful views, friendly people, many outdoor activities, cleanliness, cultural offerings, quiet, laid-back lifestyle, excellent medical facilities, quality of city services, feeling of non-pretentious charm and substance, values and ethics of people, wealthy, high-caliber people</p> <p>low cost of living, beautiful views, friendly people, many outdoor activities, cleanliness, cultural offerings, quiet, laid-back lifestyle, excellent medical facilities, quality of city services, feeling of non-pretentious charm and substance, values and ethics of people, wealthy, high-caliber people</p> <p>low cost of living, beautiful views, friendly people, many outdoor activities, cleanliness, cultural offerings, quiet, laid-back lifestyle, excellent medical facilities, quality of city services, feeling of non-pretentious charm and substance, values and ethics of people, wealthy, high-caliber people</p>	<p>need more public transport</p> <p>traffic congestion</p> <p>need lower cost housing</p> <p>too much density + increasing</p> <p>bike lanes need to be increased</p> <p>dangerous traffic for walkers + bikers</p> <p>density going to far</p> <p>noise control - landscaping</p> <p>water quality (drinking)</p> <p>offshore drilling / fracking</p>	<p>enhance availability of government</p> <p>controlling density</p> <p>beach access and recreation + who pays?</p> <p>density big issue</p> <p>height of building big issue</p> <p>City fire station</p> <p>UGLY</p> <p>need living commerce</p> <p>political influence on county regarding growth</p> <p>common goals</p> <p>memoranda, books, letters</p>



Workshop #2

Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>• Beaches - access and beauty?</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>✓ Excellent medical facilities</li> <li>✓ Quality of City services?</li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>✓ Wealthy, high-caliber people?</li> </ul>	<p><i>ONLY ALLOWED WHEN IT BENEFITS CITY RESIDENTS</i></p> <ul style="list-style-type: none"> <li>✓ Annexation</li> <li>✓ Transportation <i>(Traffic Congestion)</i></li> <li>✓ Workforce housing</li> <li>✓ Clean-up of Naples Bay and other water bodies</li> <li>✓ Redevelopment and downtown issues</li> <li>• Affordability</li> <li>• Green space, beach and recreation <i>CONTINUING</i></li> <li>• Governance <i>NEED BETTER CITY/COUNTY COOPERATION ESP. TRAFFIC &amp; ROADS</i></li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida</li> <li>✓ Maintain an extraordinary quality of life for residents</li> <li>✓ Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul>
<ul style="list-style-type: none"> <li>- RESIDENTIAL VS TOURIST EMPHASIS</li> <li>- IMPROVEMENTS TO MEDICAL HEALTH</li> <li>- LIFESTYLE BLUE ZONES (WE LIKE)</li> <li>- SAFETY OF COMMUNITY</li> <li>- SCALE OF POPULATION</li> <li>- BALANCE IS GOOD NOW</li> <li>- SMALL SCALE BUILDINGS</li> <li>- LOWER DENSITY (IS GOOD)</li> <li>- HEIGHT RESTRICTIONS (ARE GOOD)</li> <li>- KEEP GREEN SPACE</li> <li>- LESS INTENSITY (BUILDINGS)</li> <li>- CLEAN WATERWAYS (GULF &amp; BAY)</li> <li>- PIKEABLE &amp; WALKABLE</li> <li>- PERCEVAL</li> </ul>	<ul style="list-style-type: none"> <li>- TOO MUCH BEACH ACCESS</li> <li>- STORMWATER !!!</li> <li>- RED TIDE</li> <li>- WATERWAY QUALITY</li> <li>- ENFORCE CURRENT CODES (BUILDING)</li> <li>- LACK OF PARKING IN DOWNTOWN</li> <li>- TRAFFIC CONGESTION</li> <li>- STRAIN ON INFRASTRUCTURE (SEWER)</li> <li>- GOLFERS GATE CANAL</li> <li>- TOO MANY VARIANCES GRANTED TO CURRENT CODES</li> <li>- UNFETTERED GROWTH</li> <li>- NOT ENOUGH PROTECTION FOR HISTORIC BUILDINGS</li> <li>- NEED BETTER PUBLIC TRANSPORTATION</li> <li>- TOO MUCH SPEC IN CONSTRUCTION</li> <li>- GOVERNMENT ETHICS</li> <li>- FLOODING DOWNTOWN</li> </ul>	<ul style="list-style-type: none"> <li>- KEEP SMALL TOWN FEEL BY MANAGING GROWTH &amp; OVERBUILDING</li> <li>- PROTECT OLD TREES</li> <li>- BARRIERS!</li> <li>- KEEP NAPLES HIGH QUALITY</li> <li>- MAINTAIN BUILDING CODES, SCALE, DENSITY AS IT CURRENTLY EXISTS</li> <li>- INCREASE ENFORCEMENT OF CODES (NO MATTER WHO YOU ARE!)</li> <li>- VALUE THE SMALL LOCALLY OWNED BUSINESSES</li> <li>- MORE ARTS</li> <li>- MANAGE GROWTH OF TOURISM</li> <li>- PATHWAY SYSTEM</li> </ul>



Workshop #2 Seven Word Stories

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

**FRIENDLY PEOPLE, AND LOVELY BEACHES, AND  
# SMALL TOWN CHARM.**

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

paradise outdoors home friendly everyone's vacation  
- living a vacation

**Naples is paradise, outdoors, friendly - live your  
vacation!**

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

pleasant warm  
Naples love it or love it  
beautiful tropical  
(Naples is beautiful, Naples is beautiful, Naples is beautiful)  
vitality  
the place for the golden years  
and young more vibrant community - community  
friendly  
- you can't take it  
with you  
- home at last

a beach town  
a place to retire  
community  
a friendly place  
to retire & keep your  
life

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

**\* BIG TIME PARADISE, SMALL TOWN  
CHARM**

- A SMALL TOWN WITH A BIG HEART / SMILE

DISCOVERIES  
DISCOVERIES  
DISCOVERIES  
DISCOVERIES  
DISCOVERIES  
DISCOVERIES  
DISCOVERIES  
DISCOVERIES  
DISCOVERIES  
DISCOVERIES

## Appendix C

### Workshop #3

#### Location:

Emmanuel Lutheran Church  
Family Life Center  
777 Mooring Line Drive

#### Date:

Tuesday, January 22, 2019  
6:00 - 8:00 pm

#### Number of Attendees:

69



Workshop #3

<div>TABLE #2</div> <h1>Naples Vision Assessment</h1>		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>• High quality image of the City</li> <li>• Beautiful landscaping</li> <li>• Peaceful, small town atmosphere</li> <li>• Friendly place, friendly people</li> <li>• Beaches - access and beauty</li> <li>• Many outdoor activities</li> <li>• Cleanliness</li> <li>• Cultural offerings</li> <li>• Quiet, laid-back lifestyle</li> <li>• Excellent medical facilities</li> <li>• Quality of City services</li> <li>• Feeling of non-pretentious charm and substance</li> <li>• Values and ethics of people</li> <li>• Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>• Annexation</li> <li>• Transportation</li> <li>• Workforce housing</li> <li>• Clean-up of Naples Bay and other water bodies</li> <li>• Redevelopment and downtown issues</li> <li>• Affordability</li> <li>• Green space, beach and recreation</li> <li>• Governance</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida</li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul>
<p>LOCALLY OWNED RESTAURANTS &amp; BUSINESS - NOT CHAINS</p> <p>PIER</p> <p>BLUE ZONE</p> <p>SAFETY/Low Crime</p> <p>WEATHER</p>	<p>- Restricted Beach Access</p> <p>- Red Tide/Algae</p> <p>- Side Walks</p> <p>- Bike Lanes</p> <p>- Al &amp; 5th Xwalk. (w/way/over Pass)</p> <p>- NCH</p> <p>- NOISE Ordinance (Horn Blowing)</p> <p>- TAXES</p> <p>- ABANDONED BLDG/SHOPPING MALL (3rd Street)</p>	<p>- LEADING CITY IN SENIOR HEALTH (BLUE ZONES)</p> <p>↳ HEALTH CARE/LIVING</p> <p>↳ NCH ACCESS</p> <p>- FINANCIAL RESPONSIBILITY OF GOVERNANCE</p> <p>- SAFE &amp; LOW CRIME</p>

Workshop #3

Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>• High quality image of the City</li> <li>• Beautiful landscaping</li> <li>• Peaceful, small town atmosphere</li> <li>• Friendly place, friendly people</li> <li>• Beaches - access and beauty</li> <li>• Many outdoor activities</li> <li>• Cleanliness</li> <li>• Cultural offerings</li> <li>• Quiet, laid-back lifestyle</li> <li>• Excellent medical facilities</li> <li>• Quality of City services</li> <li>• Feeling of non-pretentious charm and substance</li> <li>• Values and ethics of people</li> <li>• Wealthy, high caliber people</li> </ul>	<ul style="list-style-type: none"> <li>• <del>Annexation</del></li> <li>• Transportation</li> <li>• Workforce housing</li> <li>• Clean-up of Naples Bay and other water bodies</li> <li>• Redevelopment and downtown issues</li> <li>• Affordability - <del>HOUSING</del></li> <li>• Green space, beach and recreation</li> <li>• Governance</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida</li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul>
<ul style="list-style-type: none"> <li>- GREENWAY</li> <li>- RESPONSIVE GOV'T</li> <li>- IRMA RESPONSE</li> <li>- SHOPPING &amp; RESTAURANTS</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- AIRPORT NOISE</li> <li>- 5TH AVE OVERBUILD</li> <li>- 5TH AVE CREEP</li> <li>- NO MEDICAL POT</li> <li>- ETHICS IN GOV'T</li> <li>- RED TIDE</li> <li>- HOTEL SPACE LACK OF</li> <li>- MAINTAIN SEAWALLS</li> <li>- SLOW BLDG DEPT REVIEW</li> <li>- GENERAL NOISE ISSUES</li> </ul>	<ul style="list-style-type: none"> <li>- ADD BLDG DEPT STAFF</li> <li>- IMPROVE MEDICAL FACILITIES/SERVICE</li> <li>- DIVERSIFIED DEMOGRAPHICS</li> </ul>



Workshop #3

Naples Vision Assessment <sup>4</sup>		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>• High quality image of the City</li> <li>• Beautiful landscaping</li> <li>• Peaceful small town atmosphere</li> <li>• Friendly place, friendly people</li> <li>• Beaches - access and beauty</li> <li>• Many outdoor activities</li> <li>• Cleanliness</li> <li>• Cultural offerings</li> <li>• Safe, laid back lifestyle</li> <li>• Excellent medical facilities</li> <li>• Quality of City services</li> <li>• Feeling of not pretentious charm and substance</li> <li>• Values and ethics of people</li> <li>• Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>• Annexation</li> <li>• Transportation</li> <li>• Workforce housing</li> <li>• Clean-up of Naples Bay and other water bodies</li> <li>• Redevelopment and downtown issues</li> <li>• Affordability</li> <li>• Green space, beach and recreation</li> <li>• Governance</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida</li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City</li> <li>• Maintain and enhance governance capacity for public service and leadership</li> </ul>
<p><del>Recreate Charm</del></p> <p>ZOO PARKS</p> <p>ARTS FAIRS</p> <p>BIKE : WALKING FRIENDLY</p>	<p>GROWING POPULATION</p> <p>OVER-DEVELOPMENT</p> <p>COMMUNICATION BETWEEN Naples : Collier City</p> <p>NO ROUNDABOUTS</p> <p>WATER RUNOFF</p> <p>CAR HOANS</p> <p>SAFER BIKING THROUGH EDUCATION</p>	<p>IMPROVE WATER QUALITY NAPLES BAY : GORDON RIVER AND ALL OTHER WATERWAYS</p> <p>RECREATE CHARM</p> <p>BIKE PATHS</p> <p>QUITE TRAFFIC</p> <p>HEALTH CARE COORDINATION w/ EMER. VEH.</p>

Workshop #3

<div> <div>TABLE 5</div> <div>Naples Vision Assessment</div> </div>		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness <i>and ordainess</i></li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>✓ Excellent medical facilities</li> <li>✓ Quality of City services</li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>✓ Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>✓ Annexation</li> <li>✓ Transportation</li> <li>✓ Workforce housing</li> <li>✓ Clean-up of Naples Bay and other water bodies</li> <li>✓ Redevelopment and downtown issues <i>of character and density and height</i></li> <li>✓ Affordability</li> <li>✓ Green space, beach and recreation</li> <li>✓ Governance <i>(not a present concern)</i></li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve the Town's distinctive character and culture</li> <li>✓ Make Naples the green jewel of Southwest Florida</li> <li>✓ Maintain an extraordinary quality of life for residents</li> <li>✓ Strengthen the economic health and vitality of the City</li> <li>✓ Maintain and enhance governance capacity for public service and leadership</li> </ul>
<ul style="list-style-type: none"> <li>• Importance of Gulf of Mexico</li> <li>• Good lighting for roadways and paths</li> <li>• Bikepaths</li> <li>• Sidewalks</li> <li>• Accessibility of nature</li> <li>• Pride of residential &amp; commercial ownership</li> <li>• Parks</li> <li>• Public, community events</li> <li>• Ease of access by air/road</li> </ul>	<ul style="list-style-type: none"> <li>• Code enforcement (eg AirBnB) for transient short-term rentals. Fines insuffic.</li> <li>• Traffic rules enforcement</li> <li>• Naples as more activist in State affairs esp. environment</li> <li>• Diversity</li> </ul>	<ul style="list-style-type: none"> <li>Greater diversity</li> <li>Clean recreational water</li> <li>Reduced use of fertilizers</li> <li>More green spaces</li> <li>Preserve Naples control over its own rules (Home Rule)</li> <li>Better bus service for near and medium distance trips</li> </ul>

## Workshop #3

## Naples Vision Assessment

## Features

- ✓ High quality image of the City
- ✓ Beautiful landscaping
- ~~Peaceful small town atmosphere~~
- ✓ Friendly place, friendly people
- ✓ Beaches - access and beauty
- ✓ Many outdoor activities
- ✓ Cleanliness
- ✓ Cultural offerings
- ~~Good, laid back lifestyle~~
- ~~Excellent medical facilities~~
- ✓ Quality of City services
- ? Feeling of non-pretentious charm and substance
- ✓ Values and ethics of people
- ✓ Wealthy, high-caliber people

## Issues

- ✓ Accommodation
- ✓ Transportation
- ✓ Workforce housing
- ✓ Clean-up of Naples Bay and other water bodies
- ✓ Redevelopment and downtown issues
- ✓ Affordability
- ✓ Green space, beach and recreation
- ✓ Governance
- ✓ Other

## Goals

- ✓ Preserve the Town's distinctive character and culture
- ✓ Make Naples the Green Jewel of Southwest Florida
- ✓ Maintain an extraordinary quality of life for residents
- ✓ Strengthen the economic health and vitality of the City
- ✓ Maintain and enhance governance capacity for public service and leadership

- THE BEST EDUCATION / SCHOOLS
- HIGHLY EDUCATED POP.
- ~~OR BEST~~ LITERARY FACILITIES
- ~~MAJOR~~ QUALITY OF LIFE
- QUALITY OF HEALTHCARE
- INTER-GENERATIONAL COMMUNITY
- ~~VIEW~~ PARKS / ZOO / ETC.

- GOOD WATER QUALITY/RETENTION

- GOOD PARKING ★  
PUBLIC TRANSPORT ★  
WALKER MOVEMENT  
BREATHE LIFE IN

- TRADITIONAL FLORIDA CHARM.
- EXCELLENT PUBLIC TRANSPORTATION
- EASY TO MOVE THROUGHOUT CITY

- IMPROVEMENT OF EXISTING ORDINANCES
- AFFORDABLE HOUSING
- GROWTH PRESSURE  
→ INFRASTRUCTURE
- HOME STAY ISSUES  
→ (NEW CONCEPTION)
- NOISE POLLUTION  
→ NO ENFORCEMENT OF EXISTING ORDINANCE

- WATER QUALITY
- RECREATIONAL
- DRINKING

- OVER DEVELOPMENT
- RESIDENTIAL
- COMMERCIAL

- OVERALL TRANSPORTATION
  - PARKING
  - MOVEMENT OF TRAFFIC
  - MASS TRANSPORT
  - BIKE PATHS

- ELO-FRIENDLY, SUSTAINABLE COMMUNITY
- REVIEW CODES/POLICIES LAWS IN ORDER TO ACHIEVE # GOAL #1
- INCREASE ECOLOGICAL LANDSCAPING EFFORTS
  - NATIVE PLANTS → TO REDUCE WATER RUNOFF & POLLUTION.



Workshop #3

# Naples Vision Assessment

## Features

- High quality image of the City
- Beautiful landscaping
- Peaceful, small town atmosphere
- Friendly place, friendly people
- Beaches - access and beauty
- Many outdoor activities
- Cleanliness
- Cultural offerings
- Quiet, laid-back lifestyle
- Excellent medical facilities
- Quality of City services
- Feeling of non-pretentious charm and substance
- Values and ethics of people
- Wealthy, high-caliber people

## Issues # 8

- Annexation
- Transportation
- Workforce housing
- Clean-up of Naples Bay and other water bodies
- Redevelopment and downtown issues
- Affordability
- Green space, beach and recreation
- Governance
- Other

## Goals

- Preserve the Town's distinctive character and culture
- Make Naples the green jewel of Southwest Florida
- Maintain an extraordinary quality of life for residents
- Strengthen the economic health and vitality of the City
- Maintain and enhance governance capacity for public service and leadership





Workshop #3

# Naples Vision Assessment

## Features

- ✓ High quality image of the City
- Beautiful landscaping \*
- ✓ Peaceful, small town atmosphere
- ✓ Friendly place, friendly people
- ✓ Beaches - access and beauty
- ✓ Many outdoor activities
- ✗ Cleanliness - *Not 100%*
- ✗ Cultural offerings
- ✗ Quiet, laid-back lifestyle *Summer*
- ✗ Excellent medical facilities
- ✓ Quality of City services
- ✗ Feeling of non-pretentious charm and substance
- ✗ Values and ethics of *city council* people
- ✓ Wealthy, high-caliber people

## Issues

- ✓ Annexation
- ✓ Transportation
- ✓ Workforce housing
- ✓ Clean-up of Naples Bay and other water bodies
- ✓ Redevelopment and downtown issues
- ✓ Affordability
- ✓ Green space, beach and recreation
- ✓ Governance
- Other

## Goals

- ✓ Preserve the Town's distinctive character and culture
- ✓ Make Naples the green jewel of Southwest Florida
- ✓ Maintain an extraordinary quality of life for residents
- ✓ Strengthen the economic health and vitality of the City
- ✓ Maintain and enhance governance capacity for public service and leadership

- x work:*  
**Xeriscape** - *need* → *People don't understand Roundabouts PSA on how to use*  
*Little irrigation / Maintenance (Red tide)* - **Density Concerns** *xoo Dense*
- 
- **A place for foodies** - *Do more annexation City is too small compared to county*
- **Historic Places** - *Palm Cottage, Pier* - *Parking - garages Not enough*
- **Free activities** - *parades* - *music* - *Sundays at Beach Club* - **Commercial Rent Stabilization** *Need* →
- *Homes too close to property lines*
- *No yards anymore* - *Need*
- Try to bring back distinctive character and culture - Charm is gone want it back*
- Encourage independent local business growth and support*
- 9

Workshop #3

# Naples Vision Assessment 10

Features <span style="color: red;">POSITIVES HEART</span>	Issues <span style="color: red;">IRREGULAR CHALLENGES</span>	Goals <span style="color: red;">FUTURE OF NAPLES</span>
<ul style="list-style-type: none"> <li>• High quality image of the City</li> <li>• Beautiful landscaping</li> <li>• Peaceful small town atmosphere <span style="color: red;">Calm, more relaxing, peaceful</span></li> <li>• Friendly place, friendly people</li> <li>• Beaches - access and beauty</li> <li>• Many outdoor activities</li> <li>• Cleanliness</li> <li>• Cultural offerings</li> <li>• Quiet, laid-back lifestyle</li> <li>• Excellent medical facilities</li> <li>• Quality of City services</li> <li>• Feeling of non-pretentious charm and substance</li> <li>• Values and ethics of people <span style="color: red;">50/50 PROBLEM</span></li> <li>• Wealthy, high caliber people</li> </ul>	<ul style="list-style-type: none"> <li>• Annexation <span style="color: red;">SERVICES</span></li> <li>• Transportation</li> <li>• Workforce housing</li> <li>• Clean-up of Naples Bay and other water bodies</li> <li>• Redevelopment and downtown issues</li> <li>• Affordability</li> <li>• Green space, beach and recreation</li> <li>• Governance</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• Preserve the Town's distinctive character and culture</li> <li>• Make Naples the green jewel of Southwest Florida <span style="color: red;">WATER!</span></li> <li>• Maintain an extraordinary quality of life for residents</li> <li>• Strengthen the economic health and vitality of the City <span style="color: red;">NOT COMMERCIAL</span></li> <li>• Maintain and enhance governance capacity for public service and leadership <span style="color: red;">NOT A CLEAR GOAL WORKING</span></li> </ul>
<ul style="list-style-type: none"> <li>• <del>High Water (Gulf)</del> QUALITY</li> <li>• PARKS + GREEN SPACE</li> <li>• LOW TAXES</li> <li>• VARIETY/GOOD RESTAURANTS</li> <li>• RECREATIONAL ACTIVITIES</li> <li>• SAFE PLACE</li> <li>• VARIETY/GOOD THEATERS/ENTERTAIN</li> </ul>	<ul style="list-style-type: none"> <li>• HIGH WATER (GULF) QUALITY</li> <li>• PARKING</li> <li>• TRAFFIC</li> <li>• OVER DEVELOPMENT</li> <li>• HIGH DENSITY</li> <li>• BOARD/OFFICER RAISES</li> <li>• KEEP LOW RISES (NOT HIGH RISES)</li> <li>• BIKE TRAILS/STREET WIDTH</li> <li>• SEWER/ DRAINS - DESIGN</li> <li>• SEWER/STORM DRAINS CLEANING</li> <li>• NOISE LEVELS</li> <li>• SIZE OF HOUSES/ ZONING</li> </ul>	<ul style="list-style-type: none"> <li>• PRESERVE WHAT'S LEFT OF DISTINCTIVE CULTURE</li> <li>• KEEP NAPLES QUANT</li> <li>• NOT INDUSTRIAL/ COMMERCIAL DEVELOPMENT</li> <li>• PROVIDE DYNAMIC/ VIBRANT OPPORTUNITIES/ CULTURE</li> <li>• MAINTAIN SAFETY + SECURITY</li> </ul>

Workshop #3

# Naples Vision Assessment

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## Features

- High quality image of the City
- Beautiful landscaping
- Peaceful, small town atmosphere
- Friendly place, friendly people
- Beaches - access and beauty
- Many outdoor activities
- Cleanliness
- Cultural offerings
- Quiet, laid-back lifestyle
- Excellent medical facilities
- Quality of City services
- Feeling of non-pretentious charm and substance
- Values and ethics of people
- ~~Wealthy, high-caliber people~~

## Issues

- ~~Annexation~~
- Transportation
- Workforce housing
- Clean-up of Naples Bay and other water bodies
- Redevelopment and downtown issues
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- Other

## Goals

### Maintain

- ~~Preserve~~ the Town's distinctive character and culture
- ~~Make Naples the green jewel of Southwest Florida~~
- Maintain an extraordinary quality of life for residents
- Strengthen the economic health and vitality of the City
- Maintain and enhance governance capacity for public service and leadership

- Lovely parks
- Civically engaged residents
- Accessible leaders & staff
- Ease of getting around (e.g., sidewalks, bike paths, driving ease)
- Convenience of services (shopping, restaurants, medical)
- Feeling of safety (low crime)

- Sound environmental practices
- Water quality & quantity
- Communication of issues (e.g., red tide)
- Sea level rising
- Sand replenishment
- Beach resiliency
- More bike paths & sidewalks
- Too much traffic
- Traffic law enforcement (for safety)
- Lack of families, children
- Power lines - put underground/harder
- Storm water drainage (e.g., flooding streets)

- Best in class in Environmental stewardship



Workshop #3

Naples Vision Assessment		
NOT A SECRET ANYMORE, WISH IT WAS 12		
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<p>QUALITY OF WATER FISHING, BOATING BEACH WALKS</p> <p>FAMILY ORIENTED - PARKS, BIKE PATHS</p> <p>LOW RISE &amp; LOW DENSITY HOUSING</p> <p>SAFE PLACE TO LIVE</p> <p>LOW TRAFFIC SPEED &amp; DENSITY</p>	<p>PARKING - NO OVER DEVELOPMENT</p> <p>HIGH RISE PARKING &amp; DEVELOPMENT (OVER 2 STORIES)</p> <p>NO STREET PARKING IN NEIGHBORHOODS</p> <p>LACK OF SIDEWALKS</p> <p>TOWN CITY DESTRUCTION</p> <p>3rd ST. HOTEL &amp; TRAFFIC</p> <p>BEACH CLUB &amp; GOLF COURSE (NAPLES BEACH HOTEL)</p>	<p><del>NO CONTROLLED DEVELOPMENT</del></p> <p>PRESERVATION OF OLDER, HISTORICAL SITES</p> <p>KEEP OUR SMALL BUSINESSES</p>



Workshop #3

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<ul style="list-style-type: none"> <li>- SAFETY</li> <li>- VITAL BUSINESS DISTRICTS</li> <li>- MOVIE THEATRE</li> <li>- BIKE PATHS</li> <li>- DIVERSITY OF RESTAURANTS &amp; ACTIVITIES</li> <li>- IMPROVED STORM W<sup>ATER</sup> MGMT.</li> </ul>	<ul style="list-style-type: none"> <li>- PARKING - ST<sup>REET</sup> 3<sup>RD</sup></li> <li>- STORM H<sup>2</sup>O ISSUES</li> <li>- WATER QUALITY</li> <li>- PUBLIC TRANSPORTATION</li> <li>- LANDSCAPING TRUCKS</li> <li>- BLOCKING ROADS</li> <li>- SHORT TERM RENTALS</li> </ul>	<ul style="list-style-type: none"> <li>- IMPROVE COMMUNICATION w/ CTY &amp; CITY</li> <li>- IMPROVE TRAFFIC FLOW</li> <li>- 1<sup>ST</sup> 4<sup>TH</sup> CORNERS, BRIDGES, TRAFFIC TIMING ONE WAY STREETS</li> <li>- REDUCE AIRPORT NOISE</li> <li>- ADDITIONAL GORDON RIVER BRIDGE</li> <li>- BETTER CODE ENFORCEMENT</li> <li>- FEWER VARIANCES</li> </ul>

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### Better control of gov spending →

- Beautiful Parks
- Maintaining the above features
- Volunteer opportunities + non-profit support.
- Educational opportunities
- Safety - public

- Increase tree canopy.
- Tree preservation
- Increased inland water access
- Sidewalks + bike paths - increased pedestrian + bike safety.
- Micro management by City Council of community committees + staff.
- Commercial vehicles on residential streets
- Overbuilding/densification of business + residential.
- Stormwater drainage issues from redevelopment
- Variances shouldn't be rule, rather exception by C.C.

- Improvement of stormwater drainage
- Make goals measurable + attainable.
- Pedestrian + bike friendly
- Control lot coverage by redevelopment of homes
- Control density
- Support local small business
- Establishing scope for Advisory Committee
- Historical preservation
- Water quality improvement.
- Encourage inclusion of the younger generation when making future ideas. Also, other income levels.
- Encourage planting of Native + native

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- Annexation
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- Workforce housing
- Clean-up of Naples Bay and other water bodies !
- Redevelopment and downtown issues \*
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## Goals

- Preserve the Town's distinctive character and culture
- Make Naples the green jewel of Southwest Florida #
- Maintain an extraordinary quality of life for residents
- Strengthen the economic health and vitality of the City
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- \* High Quality Education
- \* Small, Local, independent businesses & restaurants!
- \* Cultural diversity and acceptance!

- \* No monopolies for developing
- # Need campaign to remind drivers the left hand is for immediate turning left - or passing. (which contributes to traffic backup)
- \* off site event parking for 5th Ave + 3rd St with shuttle service - so attendees don't park residences/leaves.
- choice of our personal doctor at NCH.
- Preserve small homes

- No chain restaurants or retail stores
- # Keep the land green ~ Keep the water clean, i.e. filter out pesticides before drains reach the Gulf.
- Do NOT Allow Naples to become the "Disney World" of SWFL, or Rodeo Drive (LA)
- No Smoking on beaches
- Dog beach area on a time when dogs allowed on beach
- by allowing home owners to "remodel" without bureaucratic red tape.



Workshop #3 Seven Word Stories

Beautiful Beaches (Shopping) 15  
 Conservativa Sunshine  
 Expensive Tropical  
 Cultural Tourism  
 Vibrant Arts Golf  
 Diverse Shopping Golf  
 Philanthropic Golf  
 buetie Creek  
 Natural beauty  
 beautiful  
 Gulf, Gales, Gulls - Golf  
 \* Naples - per  
 the most beautiful city  
 in SW Florida "

Quaint-Charming Healthy (13)  
 Seasonal Genuine  
 Sunny Safe - Clean  
 Beautiful Boats Paradise  
 Friendly Active People  
 Artsy Cultural  
 Green Thriving  
 Naples is a beautiful, vibrant, and thriving community.

NOT MIAMI + DON'T WANT TO BE  
 ANOTHER DAY IN PARADISE  
 NAPLES - NOTHING SUCKS HERE  
 SMALL TOWN FEELING w/ BIG TOWN HAPPENINGS  
 IT'S NOT A SECRET ANYMORE, BUT WE WISH IT WAS  
 [NAPLES]

Naples in Seven Words  
 Naples, the... Naples, is... Naples, a...  
 Naples: Summer land  
 in winter time  
 Naples is a beautiful, vibrant, and thriving community.

Naples in Seven Words  
 Naples, the... Naples, is... Naples, a...  
 NAPLES IS AN  
 ACTIVE, HEALTHY  
 BEAUTIFUL, GREEN  
 PARADISE  
 Naples is a beautiful, vibrant, and thriving community.

Naples in Seven Words  
 Naples, the... Naples, is... Naples, a...  
 Naples is different from  
 the East Coast, thank goodness  
 Naples is a beautiful, vibrant, and thriving community.

#8  
 ENGAGEMENT  
 ACTIVE  
 VIBRANT  
 GROWING  
 COMMUNITY  
 JEWEL  
 AQUA WATERS  
 NAPLES IS A  
 POWER OF A  
 DIVERSE GULFSIDE COMMUNITY WITH  
 ENGAGED VIBRANT CITIZENS

Naples in Seven Words #7  
 Naples, the... Naples, is... Naples, a...  
 #1) NAPLES, WHERE A TROPICAL PARADISE MEETS  
 A VIBRANT CULTURE.  
 #2) NAPLES, A REAL CITY WITH A SUNNY ATMOSPHERE.



Workshop #3 Seven Word Stories

Adj.	Nouns	TABLE 5
Peaceful	Water	
Sunny	Beach	
Clean	Golf	
Safe	Fish	
Friendly, inclusive	Villas	
Welcoming	Sunset	
Cultured	Restaurants	
Unique	Shopping	
	Amia	
Naples, a cultured Gulf-side jewel, welcomes you.		

### Naples in Seven Words

Naples, the ... Naples, is ... Naples, a ...

EXPERIENCE THE BEST - NAPLES

NAPLES - SPAAA!

Adj/Noun	NAPLES IS: ... 7 Words
Safe	Golf
Clean	Recreation
beautiful	
paradise	
Peaceful	
Cultural	Community
Accessible	beaches
Green	
friendly	Gulf
Tropical	Beachclub
	Naples, a friendly, Recreational, Cultural gem ON the GULF.
	NAPLES: THE HOME OF THE EXTREMELY CREATIVE

### Naples in Seven Words

Naples, the ... Naples, is ... Naples, a ...

IS A CAFE-FEST

NAPLES IS THE ACTIVE OUTDOOR PARADISE!

### Naples in Seven Words

Naples, the ... Naples, is ... Naples, a ...

NAPLES ... A FRIENDLY, Recreational, cultural GEM ON THE GULF

Naples a real city with a warm, friendly Atmosphere

## Appendix D

### Workshop #4

#### Location:

St. John's Episcopal Church  
Sugden Hall  
500 Park Shore Drive

#### Date:

Thursday, January 24, 2019  
1:00 - 3:00 pm

#### Number of Attendees:

73



Workshop #4

Naples Vision Assessment		
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<ul style="list-style-type: none"> <li>• Airport Access (S12)</li> <li>• Walkability</li> <li>• High Caliber Restaurants</li> </ul>	<ul style="list-style-type: none"> <li>• Airport Access (S12)</li> <li>• Increased Density</li> <li>• Short Construction Hours 2-4 PM</li> <li>• Parking issues (Private) lots in Property lots</li> <li>• Smoking on The Beach</li> <li>• Too much Traffic</li> <li>• Too many Roadblocks</li> <li>• High Property Taxes</li> <li>• Certain Restrictions with parking permits</li> <li>• Parking by Landscaping on side streets for long hours</li> <li>• Pet Use</li> <li>• Beach usage by Wildlife County residents</li> <li>• Air Pollution from Roadways - Good Park Environment</li> </ul>	<ul style="list-style-type: none"> <li>• Open Water in The Gulf</li> <li>• Beach Area</li> <li>• Less Traffic on R1?</li> <li>• Potential Safe (revenue) Community</li> <li>• Area around on Beach</li> <li>• Low property taxes</li> <li>• More Diverse Population (in some areas)</li> </ul>

Workshop #4

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## Goals

- ~~IMPROVE~~ Preserve the Town's distinctive character and culture
- ~~IMPROVE~~ Make Naples the green jewel of Southwest Florida
- ~~IMPROVE~~ Enhance an extraordinary quality of life for residents
- Strengthen the economic health and vitality of the City
- Maintain and enhance governance capacity for public service and leadership

- MORE BICYCLE PATHS CITY WIDE → MORE BICYCLE PATHS.  
 - VIBRANT DOWNTOWN DISTRICT  
 - SUCCESSFUL, HIGH CALIBER PEOPLE  
 TRANSPORTATION  
 GREATER USAGE:  
 UBER  
 LYFT  
 MORE SIDEWALKS  
 - GOLF CARTS MORE LIKE SLIDR  
 OTHER - BEACH RENOVATION - GREATER SAND  
 REDEVELOPMENT -  
 A. SENSITIVE REDEVELOPMENT TO SMALL TOWN FEEL  
 B. STICK TO ORDINANCES  
 HIGH RENTS ARE FORCING OUT SMALL BUSINESSES  
 PED CONNECTIVITY BETWEEN WEST OF 41 & EAST OF 41 + INCLUDING BAY FRONT, TOWN ET AL.  
 MORE PARKING DOWN...

IMPROVE WATER QUALITY  
 MORE DIVERSE MERCHANDISE MIX IN DOWNTOWN - FOCUS ON UNIQUE RETAIL MIX  
 BUILD A WALL



Workshop #4

<div> <div>II</div> <h1>Naples Vision Assessment</h1> <p>* We agree with all Current Features &amp; Issues *</p> </div>		
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<p>- Dining Scene</p> <p>- <del>Beaches</del> Beaches (public) <sup>supportive environment for</sup></p> <p>- Families (young)</p> <p>- Strong tourist industry/infrastructure</p> <p>- Walkability/Biking</p> <p>- Ride share services (uber, lyft, sidecar...)</p> <p>- Healthy living lifestyle (gyms, health stores, etc.)</p> <p>- Airport infrastructure</p> <p>- high-end/variety of shopping</p> <p>- Art &amp; Design community</p>	<p>- Traffic <sup>on major roads</sup> during season <sup>compromises safety</sup></p> <p>- <sup>lack of</sup> parking <sup>managing with development</sup></p> <p>- Roundabout/general street education.</p> <p>- Having 12/15 year license is too long <sup>need</sup></p> <p>- Lack of park Beautification</p> <p>- Beach pollution</p> <p>- Limiting access to public beaches</p> <p>- new public housing development on Goodlette Pkwy</p>	<p>- Increase tourist revenue decrease tourist quantity.</p> <p>- Resolve red tide issues</p> <p>- Maintain Beach size and health</p> <p>- Improve: prioritize health of Naples Bay <sup>* Make it pristine</sup></p> <p>- Improve hurricane readiness: recovery.</p> <p>- Eliminate traffic bottlenecks in core of Naples City.</p> <p>- Improve safety of streets for bikers, pedestrians, drivers</p> <p>- Expand greenway</p> <p>- Reduce construction noise impact on neighborhoods.</p>

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<ul style="list-style-type: none"> <li>- Bicycle-friendly (BUT bicyclists must observe rules)</li> <li>- Amount of active volunteers and charitable giving and non-profit organizations</li> </ul>	<ul style="list-style-type: none"> <li>→ Rules for large bicycle groups (cascades)</li> <li>- No more annexation</li> <li>- Have large trucks unload cars in a central car park area</li> <li>- curtail large-scale downtown redevelopment (Central Ave &amp; Naples Beach Hotel)</li> </ul>	<ul style="list-style-type: none"> <li>- Public access to waterways such as Hiarings Bay to launch kayaks</li> <li>- Beach access &amp; parking for non-city residents as Collier County allows more development</li> <li>- Keep a high quality of healthcare</li> <li>- Maintain high water quality Naples as an environmental leader</li> <li>- Stable tax environment</li> <li>- No ATVs, jets or scooter rental services</li> </ul>

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- Governance
- Other

## Goals

9

- ✓ Preserve the Town's distinctive character and culture
- ✓ Make Naples the green jewel of Southwest Florida
- ✓ Maintain an extraordinary quality of life for residents
- ✓ Strengthen the economic health and vitality of the City
- ✓ Maintain and enhance governance capacity for public service and leadership

philanthropic  
climate  
opportunity to participate  
schools  
interested & interesting people  
are attracted to area  
Beautiful 3rd St.  
active people  
good highways  
nice historical area  
good public services  
(Fire police etc.)  
accessible government  
Safe community  
good real estate market  
great restaurants  
walkable downtown  
+ 3rd

Buildings to let seagulls have  
Need beach replenishment  
Public beach usage (see signs)  
Storm water runoff @ beaches  
No forced sidewalks - old Naples  
Better traffic control - lights  
More bike lanes, getting on  
Better historical preservation  
Too many zoning variances given  
Need Ethics (Independent) committee  
Need more green space on 5th  
Ordinance changed to setback  
buildings from sidewalk on 5th  
Not adequate care of clean space  
(not enough parking & loading)

Become a leader in renewable energy  
Encourage development of light industry  
Work on developing stronger EPA  
relationships to improve better quality  
Underground electrical utilities  
Preserve historical buildings  
Develop local funding for beach preservation  
and enhancement  
More green space in downtown area  
Create jobs to keep young people here  
affordable housing  
Install independent Ethics committee  
Keep 3rd St. charming  
Clean green + Indian mallet to be dredged  
and given priority annually  
Reorganize traffic light system  
Better manage the red tide + green  
Make it desirable for development  
to have green space (Tavels)



Workshop #4

8 Naples Vision Assessment		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>✓ Excellent medical facilities</li> <li>✓ Quality of City services</li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>✓ Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>✓ Annexation</li> <li>✓ Transportation</li> <li>✓ Workforce housing</li> <li>✓ Clean-up of Naples Bay and other water bodies</li> <li>✓ Redevelopment and downtown issues</li> <li>✓ <del>Affordability</del></li> <li>✓ Green space, beach and recreation</li> <li>✓ Governance</li> <li>✓ Other</li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve the Town's distinctive character and culture</li> <li>✓ Make Naples the green jewel of Southwest Florida</li> <li>✓ Maintain an extraordinary quality of life for residents</li> <li>✓ Strengthen the economic health and vitality of the City</li> <li>✓ Maintain and enhance governance capacity for public service and leadership</li> </ul>
<p>⑥ Green Space @ North end of City</p> <p>③ Preserve environmental &amp; H<sub>2</sub>O Quality.</p> <p>② Strong Zoning.</p> <p>④ Features</p> <p>GREAT Weather/Climate</p> <p>Blue Zone District</p> <p>Tree City USA</p> <p>Gulf Access/Boating/Fishing</p> <p>Top Retirement City</p> <p>RESTAURANTS</p> <p>Year Round Businesses</p> <p>Wildlife/birds</p>	<p>④ Safe Cycling Areas</p> <p>5 Child new's Activities</p> <p>6 TRAFFIC Congestion &amp; PARKING</p> <p>7 Density Not Controlled beyond 2007.</p> <p>8. INCREASE Tree infill program.</p> <p>9) one entity owns too much of downtown</p>	<p>① Protect &amp; Preserve Privacy But Not the detriment of City of Residential neighborhoods</p> <p>② <del>Preserve</del> Change zoning to decrease density &amp; increase green space &amp; permeability.</p> <p>③ No bowling Alley on 5th.</p> <p>④ More Art &amp; Sculpture</p>



Workshop #4

Naples Vision Assessment <span>4</span>		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ Quiet, laid-back lifestyle</li> <li>✓ Excellent medical facilities</li> <li>✓ Quality of City services</li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>✓ Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>✓ <del>Annexation</del> <i>Leave</i></li> <li>✓ Transportation</li> <li>✓ Workforce housing</li> <li>✓ Clean-up of Naples Bay and other water bodies</li> <li>✓ Redevelopment and downtown issues</li> <li>✓ Affordability</li> <li>✓ Green space, beach and recreation</li> <li>✓ Governance</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve the town's distinctive character and culture</li> <li>✓ Make Naples the green jewel of Southwest Florida</li> <li>✓ Maintain an extraordinary quality of life for residents</li> <li>✓ Strengthen the economic health and vitality of the City</li> <li>✓ Maintain and enhance governance capacity for public service and leadership</li> </ul>
<p><i>MODEL/sustainable Community</i></p> <p><i>A Feeling of Community</i></p> <p><i>Community Events</i></p> <p><i>Pet-friendly</i></p> <p><i>Architectural mix</i></p> <p><i>Diversity</i></p> <p><i>School choices</i></p> <p><i>Family oriented</i></p>	<p><i>more buses on weekends</i></p> <p><i>Traffic flow improvement</i></p> <p><i>Walker Safety</i></p> <p><i>Bike Safety</i></p> <p><i>Low speed vehicle safety issues</i></p> <p><i>Free parking - keep</i></p> <p><i>Red tide - city needs to take role in cleaning</i></p> <p><i>Water consumption - too much grass chemicals</i></p> <p><i>Parking on Fifth</i></p>	<p><i>Ordinance of New construction must provide X% for Affordable/worker housing</i></p> <p><i>Aquarium for Naples</i></p> <p><i>Planetarium for Naples</i></p> <p><i>Reduce water consumption</i></p> <p><i>Control volume of new housing</i></p> <p><i>Regulate buildings more energy efficient</i></p> <p><i>Reroute #1 to the East</i></p> <p><i>Make Chamber Park to public park (relocate sports field)</i></p> <p><i>more parking garage in downtown</i></p> <p><i>Short term rental policy</i></p> <p><i>Better bike paths - not concrete</i></p>

Workshop #4

<div>3</div> <h2>Naples Vision Assessment</h2>		
Features	Issues	Goals
<ul style="list-style-type: none"> <li>✓ High quality Image of the City</li> <li>✓ Beautiful landscaping</li> <li>✓ Peaceful, small town atmosphere</li> <li>✓ Friendly place, friendly people</li> <li>✓ Beaches - access and beauty</li> <li>✓ Many outdoor activities</li> <li>✓ Cleanliness</li> <li>✓ Cultural offerings</li> <li>✓ <del>Quiet, laid-back lifestyle</del></li> <li>✓ Excellent medical facilities</li> <li>✓ Quality of City services</li> <li>✓ Feeling of non-pretentious charm and substance</li> <li>✓ Values and ethics of people</li> <li>✓ Wealthy, high-caliber people</li> </ul>	<ul style="list-style-type: none"> <li>✓ Annexation</li> <li>✓ Transportation</li> <li>✓ Workforce housing</li> <li>✓ Clean-up of Naples Bay and other water bodies *</li> <li>✓ Redevelopment and downtown issues</li> <li>✓ Affordability</li> <li>✓ Green space, beach and recreation</li> <li>✓ Governance               <ul style="list-style-type: none"> <li>• Other</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Preserve the Town's distinctive character and culture</li> <li>✓ <del>Make Naples the green jewel of Southwest Florida</del> <sup>KEEP</sup></li> <li>✓ <del>Maintain an extraordinary quality of life for residents</del> <sup>Improve</sup></li> <li>✓ <del>Strengthen the economic health and vitality of the City</del></li> <li>✓ Maintain and enhance governance capacity for public service and leadership</li> </ul>
<p>Safety - pedestrian bicyclists</p> <p>Low Crime - home security</p> <p>Enjoyable, healthy lifestyle options</p> <p>Easy Access to RSW</p> <p>Stewardship of flora and fauna</p>	<p>Improved health of the Gulf</p> <p>Mitigating risk of rising sea levels</p> <p>Sidewalks (capacity)</p> <p>Public access to ALL beaches - no restrictions</p> <p>Ensure Naples has an active voice in all <del>community</del> <sup>issues</sup>, community and national issues.</p> <p>The lead falling from aircraft fuel on the City</p>	<p>Invest in professional arborists to mitigate hurricane damage.</p> <p>Radically <sup>restrict</sup> <del>reduce</del> and control density of Naples. <sup>↑ population</sup></p> <p>New development must include public green space</p> <p>Developers + architects should be more knowledgeable about indigenous/native horticulture.</p> <p>Citizens need a greater voice in population growth + density. (development)</p>



Workshop #4

2

# Naples Vision Assessment

## Features

- ✓ High quality image of the City
- ✓ Beautiful landscaping
- ✓ Peaceful, small town atmosphere
- ✓ Friendly place, friendly people
- ✓ Beaches - access and beauty
- ✓ Many outdoor activities
- ✓ Cleanliness
- ✓ Cultural offerings
- ✓ Quiet, laid-back lifestyle
- ✓ Excellent medical facilities
- ✓ Quality of City services
- ✓ Feeling of non-pretentious charm and substance
- ✓ Values and ethics of people
- ~~✓ Wealthy, high caliber people~~

## Issues

- ✓ Annexation
- M Transportation
- M Workforce housing
- ✓ Clean-up of Naples Bay and other water bodies
- M Redevelopment and downtown issues
- M Affordability
- ✓ Green space, beach and recreation
- ✓ Governance
- Other

## Goals

- ✓ Preserve the Town's distinctive character and culture
- ✓ Make Naples the green jewel of Southwest Florida
- ✓ Maintain an extraordinary quality of life for residents
- M Strengthen the economic health and vitality of the City
- M Maintain and enhance governance capacity for public service and leadership

- Higher quality shopping district (5th Ave.)
- ~~too many empty~~
- Clean roads
- High quality and responsive city staff
- Environmentally friendly
- Attractions for children
- Bicycle friendly city
- Philanthropic city
- Walkability score
- Volunteer opportunities

- Variances need to be exception, not the rule
- empty stores on 5th
- traffic flow re: roundabouts
- inconsistent bus schedules
- beach parking
- too much traffic at peak hours
- resolve NCH political crisis
- no more parking garages
- more parking garages
- density
- less dogs in public places, e.g. restaurants
- Smoking in seating areas outside not allowed
- affordable housing to be included in new

- \*-rewrite with clearer language
- improve biking/walking
- improve business mix on 5th
- support historic preservation
- follow rules as written in documents, e.g. height, density variances
- restrict smoking in public places
- affordable housing to be included as part of new construction for workers
- residents' opinions need to be valued as much as business opinions
- broader range of representation on city council/s & other boards
- clean water - drinking and natural bodies

Workshop #4

# Naples Vision Assessment

## Features

- High quality image of the City
- Beautiful landscaping
- Peaceful, small town atmosphere
- Friendly place, friendly people
- Beaches - access and beauty
- Many outdoor activities
- Cleanliness
- Cultural offerings
- Quiet, laid-back lifestyle
- Excellent medical facilities
- Quality of City services
- Feeling of non-pretentious charm and substance
- Values and ethics of people

- very low violent crime
- low density population
- public greenspace
- walkability / bikeability
- owner-occupied housing
- strong schools
- more health-conscious community

## Issues

- Annexation
- Transportation
- Workforce housing
- Clean-up of Naples Bay and other water bodies
- Redevelopment and downtown issues
- Affordability
- Green space, beach and recreation
- Governance
- Other
- NCH - not good quality
- not enough parking - 5000

- crime issues
- too much B&B
- not enough rental control - too many short-term rentals
- drugs in schools
- recycling not done properly
- not broad enough
- we don't have a medical marijuana dispensary
- as county popul. grows it will negatively impact city - everyone

## Goals

- Preserve the Town's distinctive character and culture
- Make Naples the green jewel of Southwest Florida
- Maintain an extraordinary quality of life for residents
- Strengthen the economic health and vitality of the City
- Maintain and enhance governance capacity for public service and leadership
- Build a wall
- No overdevelopment
- Dramatically improve all water quality - Gulf, waterways, drinking... ALL
- stop polluting our environment
- stronger stormwater management
- ban all fertilizer
- more eco-friendly landscaping requirements - city & private
- decrease crime
- implement new ethics program
- control real-estate industrial complex
- build infrastructure before development
- improved architectural review - building guidelines - historical areas
- improved



Workshop #4 Seven Word Stories

**Naples in Seven Words** 13

Naples, the ...    Naples, is ...    Naples, a ...

*Naples is fun, please stay home*

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

*NAPLES - A VIBRANT SMALL COASTAL COMMUNITY*

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

*Naples - the most relaxing place in the world.  
Naples, the emerald/sapphire on the Gulf.  
Naples, a friendly, healthy lifestyle on the water.  
Naples, a hidden gem for families people of all ages.  
Naples is an exceptionally beautiful destination.  
Naples, your paradise on the Gulf*

**Naples in Seven Words** 10

Naples, the ...    Naples, is ...    Naples, a ...

*From cradle to grave, the happiest place in Florida  
Naples - where time just stops, pray, grow*

**Naples in Seven Words**

Naples, the ...    Naples, is ...    Naples, a ...

*Naples is a stunning paradise every day*

*Naples - where you can meet your neighbor from the North*

**Naples in Seven Words** 8

Naples, the ...    Naples, is ...    Naples, a ...

*Peaceful paradise to live & play.  
the happy, healthy high priced home.*

*the sunset haven of happiness.  
A relaxed tropical haven.  
Friendly, happy people.*

*happy, healthy Subtropical haven*

**Naples in Seven Words** 4

Naples, the ...    Naples, is ...    Naples, a ...

*Naples, satisfies your soul,  
Naples, the happy place  
Naples, like a shiny new penny  
Naples, clean city for healthy people  
Naples, a home, a haven, a world  
Simple, your own paradise*

**Naples in Seven Words** 3

Naples, the ...    Naples, is ...    Naples, a ...

*Naples, the pearl of the Gulf coast*

*Naples, a happy, sparkling Gulf coast gem.*

## Workshop #4 Seven Word Stories

## 2 Naples in Seven Words

Naples, the ...	Naples, is ...	Naples, a ...
<p>Whereas to Naples, the jewel of the south</p> <p>Naples, the heart of the South</p> <p>Naples, the magnificent city - The Crumbling</p> <p>Naples, the extraordinary small, happy city</p>	<p>Naples is beautiful</p> <p>Naples, the relaxing, beautiful, romantic, historic, charming city</p> <p>the atmospheric city</p> <p>small, beautiful</p>	<p>Naples, a city of sin; there's just beauty.</p>

# Naples in Seven Words

Naples, the ...	Naples, is ...	Naples, a ...
Naples: no occupancy ☺	Naples is closed ☺	Naples: Where 80 is the new 60. ☺
		- celebration of health, the environment & culture - celebration of the good life - jewel of SWFL FL/USA

A hand-drawn mind map on a piece of paper with a blue header. The central title is "Nipples in Seven Words". Seven branches radiate from the center, each containing a word or phrase. The branches are: "Nipples, the", "nipples is...", "Nipples, a...", "Nipples is closed", "Nipples: no vacancy", "Nipples is...", and "Nipples, the". Each branch has additional handwritten notes and drawings. The "Nipples, the" branch has a drawing of a nipple. The "nipples is..." branch has a drawing of a nipple. The "Nipples, a..." branch has a drawing of a nipple. The "Nipples is closed" branch has a drawing of a nipple. The "Nipples: no vacancy" branch has a drawing of a nipple. The "Nipples is..." branch has a drawing of a nipple. The "Nipples, the" branch has a drawing of a nipple.

**Nipples in Seven Words**

- Nipples, the
  - ...Where 20,000
  - ...the new 60
- nipples is...
  - ...celebration of
  - Health, the Envir.
  - & culture
  - Jewel of SWFL
  - FL/USA
- Nipples, a...
  - ...celebration of
  - Health, the Envir.
  - & culture
  - Jewel of SWFL
  - FL/USA
- Nipples is closed
  - ...celebration of
  - Health, the Envir.
  - & culture
  - Jewel of SWFL
  - FL/USA
- Nipples: no vacancy
  - ...celebration of
  - Health, the Envir.
  - & culture
  - Jewel of SWFL
  - FL/USA
- Nipples is...
  - ...celebration of
  - Health, the Envir.
  - & culture
  - Jewel of SWFL
  - FL/USA
- Nipples, the
  - ...celebration of
  - Health, the Envir.
  - & culture
  - Jewel of SWFL
  - FL/USA

## Appendix E

# Survey Comments

The online survey included four open ended questions for participants to share other thoughts and comments. In total, more than 1,500 comments were provided for these questions.

All comments submitted are included in the following pages exactly as they were entered. Within each question, comments have been organized by general topic. The survey questions were as shown below and have been organized with the categories indicated:

<b>If you have additional comments on the issues you have selected, please provide them here:</b>	
<b>Categories for review:</b> Growth & Development Transportation Affordability Downtown and Business Issues	General Regulatory Airport Environmental
<b>Please share other thoughts you have on issues in the City of Naples:</b>	
<b>Categories for review:</b> Growth & Development Transportation Affordability Downtown and Business Issues	General Regulatory Airport Environmental
<b>Earlier in the survey you evaluated the 2007 Vision goals. Are there any other goals you feel are important to the City of Naples?</b>	
<b>Categories for review:</b> Growth & Development Transportation Affordability Downtown and Business Issues	General Regulatory Airport Environmental
<b>Please use the space below to provide additional comments on your vision for the future of the City of Naples:</b>	
<b>Categories for review:</b> Growth & Development Transportation Affordability Downtown and Business Issues	General Regulatory Airport Environmental





If you have **additional comments** on the issues you have selected, please provide them here:

#### GROWTH & DEVELOPMENT

- Issues (1) lack of a plan for downtown area (Naples Square Area) is just a series of individual transactions with too many variances. We need a plan to create this area a magnet just like 3rd st & 5th Ave (2) too much building & variances for increasing heights & density (3) focus on the residents paying the taxes not the developers (4) improved ethics >> let the people vote
- The impacts of residential redevelopment are likely to last for many years to come, subsequently the City needs to pay much closer attention to the builders and developers. Too often existing residential construction codes are ignored and the building department and code enforcement only crack down when neighbors complain. It should not be the responsibility of a neighbor to do the enforcing, but the city departments should be doing this. As new developers come to Naples buying multiple commercial properties, small local businesses are being driven out due to high rents. There has to be something the city can do to prevent this and preserve the character and charm of our shopping areas that drew people here in the first place.
- We need to balance growth and density with preserving the special attributes of Naples charm
- the city need to focus on infrastructure maintenance and capital improvement. this seems to be lacking in this vision
- Allowing height and density variances only sets new precedences.
- Pressure to grow and expand will increase but should be resisted.
- Bigger isn't better.
- 41-10 area development is good!
- Between my wife & myself we've resided & worked 100 plus years in our special city of Naples. Yes, Naples is very charming & we want to see it continue. Yes, we have been discovered by many people worldwide. We remember years ago when people would say "where is Naples"? 40 years ago we would hear that some residents wanted to stop all growth & close the door to anyone else which would have resulted in a declining city (5th Ave a 40% vacancy rate in the early 90's). Probably 90% of the people here today wouldn't be here. Reasonable growth is healthy for our city....it helps businesses thrive & allows others to enjoy our city too. We have a thriving city, but it didn't happen by accident. Many before you came here...made it happen. So our vision is for the city to maintain, but don't restrict it so much that it stifles it.
- Developers getting too many deviations and variances
- Stop giving beach parking stickers to non city residents. There are plenty of beaches in the county, leave city beaches for city residents. Traffic is a huge issue but it is not city residents who are the problem. Limit non residents from accessing "back roads" to avoid 41 traffic. More dead ends, private streets etc.
- current buildings are too dense, 10th st is tower corridor, terrible
- Preserve the 'Old Florida' quality of the city, while encouraging appropriate development (e.g. - the Old Naples hotel project), keep the city safe and clean, beautify the landscape at every opportunity, prepare for sea level rise
- The continued approval of replacing single family homes with multi-storied, multi-buildings building on the entire lot and not leaving much green space. Continued exemptions to build higher than code.
- Need to control growth of multi-family residential development. It is causing traffic congestion and overcrowding in general.
- If there is to be a vision and comprehensive plan, then it should be adhered to. Currently the Naples Beach Hotel Initiative is an example of the Comprehensive Plan being ignored or thrown out by the PAB. If this is the example of what is to come, then save the time and money involved in coming up with a new vision and plan. It will be ignored anyway. That sounds cynical but it is real in light of what is happening.
- There seem to be so many variances to our zoning and building codes. Enforce our zoning to protect the Naples we love. Naples is becoming too overbuilt with very large commercial development. Stop this and keep Naples quaint.
- Codes and ordinances need to be strictly enforced!
- Over Building, like Naples Square, will destroy our small town Charm
- There should be a strict adherence to the Vision 2007 Comprehensive Plan. When ever any developer seeks to not adhere, change zoning or land use designation, they should have to clearly and distinctly spell out why current zoning and regulations are not sufficient. And only upon successfully arguing then and only then should any changes or variances be looked upon.



**Additional comments continued:**

- The codes must be renewed to protect the look and feel of Naples. The development seems to be getting the best of us with variances granted to codes that are supposed to protect the neighborhoods.
- abitat lost its home and space. the charming little homes are replaced by mega homes without charm and personality.
- Zoning and building codes should be maintained and strictly enforced.
- less density, Stop giving out variances on height and density
- When we talk about redevelopment, stick to the zoning. Even the new beach club development is seeking lots of variances. Keep height and density to code.
- I would like to see the project at the Naples Beach called back. the building will be too high and the project seems to have too many residential condos. The plan they presented was just too much for the quiet area we live in.
- Slow down on allowing variances. We don't want Naples to become Ft Lauderdale or Miami.
- Control building heights. Don't give variances. We have rules for building - use them. Increase minimum lot size to prevent 2 houses being built where there was one. Enforce sign and all ordinances regularly with fines to give them meat and to make people listen, like real estate agents and developers.
- The city is FULL! Too many buildings, too many cars, our roads are failing because too many people are being crammed into too little space. Now buildings are being built almost on the sidewalk, and straight up - to cram more people into smaller spaces. STOP!!!
- Traffic and over development and cost prohibitive to the middle class - lack of more youthful activities, cultural events.
- I'd like the city to focus on allowing existing neighborhoods to revitalize and improve, but severely restrict new housing developments and towers.
- Not sure when we lost the density concern with projects like Bayfront and old Grand Central...
- Slow down the growth and try to return some of the charm Naples used to have.
- The prevention of high-rise building development in and around Old Naples is important to me and my family.
- Sure my property values are going up, but my quality of life in Naples is going down. The focus is on the wrong area. Bigger, newer, fancier is not always better.
- People move to Naples to have a slower pace of life in a beautiful environment. Naples should not destroy this by putting in large condo buildings. We are not Ft. Lauderdale or Miami, nor do we want to be. The lifestyle is perfect, we do not want to over develop. it will lower the cost of what those have worked so hard to establish
- Uncontrolled development in East Naples is creating more people who want to come and use the beach and downtown, which is no bigger than it was 25 years ago!
- Growth can be good or bad. it depends how it is handled. Naples has changed enormously in my 35 years of coming here. Some good, some bad. Beware too much growth. it has ruined other wonderful places
- I'm afraid the horse has left the barn when it comes to providing an environment for affordable housing for service workers. The decisions you make to beautify Davis Blvd East and 41 East destroys affordable land in those areas in the future. Look what's happening to the areas surrounding Bayshore Blvd since the beautification. The City dropped the ball with the congestion at 5th Avenue East/ Goodlette/and 41 East. It's a pedestrian "dead zone" and always will be. Instead, the city has allowed extremely high density and exclusive housing in that area. When is the City going to get a hold on its unfunded pension liability? This issue is going to come back and bite us badly if we don't convert all city employees off the pension and onto participatory 401K. Get off the crack! Have we adopted Zero based budgeting city wide? There is no quiet sleepy old Naples any more. Except for a paltry few charming old cottages in the "historic district", the town is home to the mega rich and their McMansions. Even Park Shore and the Mornings has become home to multi millionaires with 5,000 square foot homes priced at 3 to 6 million dollars. Where are family's with children living? Estero, Ft Myers, Golden Gate? Supply and demand for Naples real estate has driven the market so high that very soon (within 10 to 20 years) there will be no place for anyone but the rich in Naples. All the lip service in the world by the city council can not stop the onslaught of economic reality.
- Enforce building codes in place. Enforce / support the 2007 vision.
- Controlling growth and development will be key issues for the future.



**Additional comments continued:**

- I am very concerned about the loss of the charm of our neighborhoods due to huge homes built lot line-to-lot line. There is insufficient drainage—too much building and hardscape for the land. I believe that variances are being granted willy-nilly and ordinances are not being upheld. Developers have too much power and influence.
- Need to control growth to what we can handle or build better systems before we over populate.
- Rapid growth is not always a positive thing. Once these high density projects are completed there will be negative impact on the small town of Naples and there is no turning back.
- There should be limited development until basic amenities during season is addressed. Water pressure is degraded during peak season times and internet access is severely limited during peak times during season. Traffic speaks for itself.
- There is too much building, too much traffic, too many gov. officials love developers and allow changes to building codes
- We are losing the Naples I fell in love with. Coming from Cincinnati, Ohio I think we are throwing away the Mid-West ideals and turning our gift over to East Coast ideals. Please do not continue. One Miami is Enough!
- Tonight I was at a party with someone that grew up here and I was told that their 3 children moved out of Naples because of what it has become. Many of the people that I know have also left for the same reason. Naples has become a destination not a place to raise a family and have long time friends which I find very sad.
- It has become a place for tourists. Last week a CVS shopping cart was on the corner of our block, yesterday I found beer bottles on my lawn, along with dog poop that the renters have decided not to pick up. It gets worse every year and will continue with all the people coming into town. Just keep building and just because people have wealth does not make them quality. Who came up with that anyway?
- Over development is a threat to the residence of people's quality of life
- Land use with deviation applications are out of control. Every developer, through a select few representatives, are able to push through virtually every project even though they do not comply with the existing code. Soon, Naples is going to look like West Palm Beach (not Palm Beach) - a town of concrete walls with no personality.
- I am concerned about the architectural design of the exterior of the new buildings going up. they do not fit in with old naples existion design. Am worried that the whole area will become the same.
- There seems to be a blanket acceptance of zoning variances. Have the right attorney - get the variance. We need to adhere to the zoning regulations. If they need to be changed, do so. (Allow for setbacks on 5th.) Otherwise live by them.
- Naples is being choked and irreparably harmed by rampant residential and commercial overdevelopment, over-selling as a tourist "hot spot", all enabled by weak-kneed or complicit City staff and government.
- Plan for redevelopment of Naples Beach Hotel will destroy the residential quality of the northern portion of Old Naples.
- too many variances
- We have been coming here since the 70s. I now refer to our condo as city living very noisy at times even will new hurricane windows.
- Over-development and variances on building codes is our major threat. Also need more green space downtown.
- Regular dialogues with many long-term residents in Naples, the general consensus of opinion is that over-development is being allowed which is detrimental to nearly all aspects of this wonderful city. Higher buildings allowed on 5th Avenue and the plans for Naples Beach Hotel are 2 examples. The delicate balance between business growth and retaining the charm of Naples is a real concern, as is the pollution that killed thousands of fish including Dolphins in 2018.
- I feel we are losing our "small town" look and feel.
- We are very concerned with the over development of old Naples. Naples Square development is high end city development and does not fit the small town feel and now we are adding the eleven/eleven development which will be another massive housing unattractive development. We feel that certain developers and attorneys have been given special treatment. Their vision and ours are not the same. Way to over crowded and we are losing our small town feel. We are also losing our beautiful breezes due to the tall buildings that are being constructed. We love our Naples, please do not continue selling us



**Additional comments continued:**

out.

- The impact of proposed developments on the infrastructure and carrying capacity of the city needs to be accounted for "UP FRONT" as part of the decision making process. We need to stop granting major variations and deviations to the land development code and we need to stop allowing developers to purchase "phantom" parking spaces to support development
- Again, maintain height limits.
- Naples Florida in not the city it use to be. Quaint, low noise, low traffic, unique, nice mix of old and new houses etc. Now it is Ft. Lauderdale west.
- city council should follow the established codes. not find ways around them. If they are not valid, change them. ways around them.
- Building codes need to be followed not bent by developers and other who influence decisions by the city council.
- houses are being built too close together. there seem to be no zoning codes or too many variances. People in Naples were polite on the street and in cars. No more. Me first seems to be the attitude.
- The City needs to address environmental issues -- everything from bannning plastic bags and straws to increasing solar and wind power options to decreasing overuse of fertilizers and pesticides.
- Zoning enforcement.
- The building codes need to be followed. To have more than 100 variances filed for and allowed means, to me, that the City planners are not effective in enforcing existing limits on

density, height and impact.

- Ensure this west coast gem is not turned in to an east coast loss by over development and stressing of our resources and infrastructure. The City should not come from such a place of fear that commercial investment will not be attracted unless we bend our rules and acquiese to their desire for an even larger ROI.
- New housing construction & condo development is all uniform & uninspired. Naples Square should never have been allowed and is an architectural and city planning travesty.
- Redevelopment of Naples Beach Hotel is out of compliance with height of buildings in Old Naples.
- Controlling building growth and development and respecting and abiding by the building codes is of prime concern
- Limit growth in an attempt to maintain a small town image, even though that ship sailed years ago.
- DON'T LET NAPLES BECOME ANOTHER MIAMI< ALTHOUGH I FEAR IT'S ALREADY TOO L:ATE!!!
- Overbuilding is off the charts causing major traffic issues. We have great businesses but if we don't have access to them because of parking, what's the point???
- WE feel like the developers are taking over the old charm as well as the newer built homes are going from lot line to lot. like
- Maintain smalll town charm. Limited code variances. Over development will ruin our city. Residents needs over tourists
- Zoning and building code enforcement is critical to achieving the kind of Naples we

want. Granting virtually every

- Overdevelopment a concern
- way too many high rise buildings . Greed has set in!!
- Too much development in Naples
- Enforce zoning and building codes
- Growth is inevitable when the location is as ideal as Naples. This growth has not been planned nor orchestrated with the desire to maintain the charm and community dedication that was present 45 years ago when I moved here. Sad but true. The Genie is already out of the bottle.
- I'm not sure why we even have building codes since they are never enforced.I also believe 5th ave will become a ghost town if the rents continue to increase. We are already seeing many empty retail shops.
- Want City Council to follow the Land Development Code and stop giving out so many waivers and site plans with deviations for commercial developments
- too much building in Naples, everywhere it seems new condos and developments are going up
- Development and construction and increased population density will turn us into eat coast like city, for the benefits of business that does not have residents best interest
- Danger of loosing the small time charm and getting too nig and congested
- Biggest concern is continual expansion of developed areas East. Population growth inevitably will have adverse impacts on the traditional culture and viability of Naples.
- Too many housing units have



**Additional comments continued:**

been approved within the city and in our county (and all these people crowd into Old Naples).

- If I wanted to live in Miami, I would have moved there, please don't bring it here.
- Population increase erodes the quaint charm of Naples.
- Naples must be governed by ethical representatives. As to affordability of rents - we must leave it to market forces. Market will dictate who stays and who goes. Too many empty rentals will quickly send a message to landlords that rents are too high.
- Naples is already too big stop the building!
- Too much building and people.
- Work for slower growth We are not in the Miami area
- It is critically important that we limit growth at a slow, sustainable rate, or we will lose the small town atmosphere that makes Naples special.
- Overpopulation is ruining Naples.
- Runaway, out of control development must be addressed to save our land, water and wildlife. Focus should be on small community residential quality of life and not out of control development.
- Zoning and design are important. No one company should have a monopoly on purchased buildings
- I do not want Naples to become just another vacation destination like Key West.
- The continued building of high rises and the subsequent population is over crowding our streets and turning our city into a traffic mess.
- In regard to Workforce housing:

affordable rent should be sufficient with an incentive for the lessor and requirement to maintain the property.

- Stop the destruction of residential communities by the commercial
- On line short term rentals are a disaster for the residential neighborhoods. This activity changes a single family home into a commercial property. You get 3 and 4 family moving in with non stop vacation activity 7 am to wee hours of the morning. Zoning variances for business or redevelopment should not be granted when the residents are impacted. City governance should be focused on the residents not businesses.
- Please don't turn this into a Miami Clean up East "scary" Naples primarily low income housing stores and residents. A tropical south side Chicago... We really hope that the triangle area does get re-developed into something more positive and have Naples extended
- Permitting for basic home improvement projects or other takes way too long. Hire more staff and get residents and their contractors processed in a timely manner.
- The overdevelopment of Naples is a primary issue. We need to save undeveloped space and not build on every square inch of our town and surrounding area.
- It is troublesome to see Naples looking more like the east coast every year. The quiet small town feel is quickly disappearing.
- Stop development until you have road updated. You have 9 house in Royal Harbor which are uncomplete for several months. Either complete them or term them

down. You have one Kingfish that been under rehab for 12 years (we live next to it). Wake up or resign

- clean up building department ridiculous and chaotic regulations, everyone knows and recognizes the building departments restrictive and cumbersome regulations
- The homes are being built lot line to lot line which doesn't allow for fixing a sea wall issue.

## TRANSPORTATION

- Better traffic management, better coordination of traffic lights to ensure the steady flow of traffic in commerce.
- Traffic Congestion
- Need more handicapped parking & accessibility
- Bicycle paths are inadequate
- The City of Naples is so congested due to tourism promotions. There's so much beautification of roads i.e., traffic circles and over landscaping on the median lanes, bicycle lanes. It makes it impossible for the cars to go thru the roads. It takes 20 to 30 minutes for cars to go thru downtown in order to get to 41 N. Road congestion is frustrating when you live in town.
- sue and lots of Bike riders do not OBEY traffic laws when riding on roadways.
- There should be more and better street lights. With the older population there are too many accidents and better lighting would help everyone.
- Traffic is a major issue and has seriously impaired the serenity of what we enjoyed in Naples. Long time resident reaction to increased building and traffic.



**Additional comments continued:**

- Traffic and parking can always use improvement. The use of golf carts should be encouraged and have preferred parking privileges. They take up less space and no pollution. Not practical everywhere but downtown and historic districts, ace hardware, Wynn's and retail available from low traffic side streets.
- Better education about use of roads with multiple users. Bikes, pedestrians and automobiles need to adhere to the rules. Many times the bicyclists do not stop at stop signs.
- Gangs of bicyclists should be under closer watch. There are a fair number who do not obey traffic laws. And a few delight in taunting motorists.
- stop constructing roundabouts!
- I do not think we need more parking, but rather more transportation to beaches and for workers in the city.
- The third parking garage on 5th Ave should be built. The successful downtown redevelopment is what has drive the success of the whole town.
- traffic and parking is a big issue
- Traffic and patterns, need better traffic control at key intersections
- I do not support the parking structure on Clam Pass.
- Same as everyone else, traffics is terrible in high season.
- Traffic noise has become a major
- Traffic congestion is a major issue. Likely expensive and long term solutions required.
- better public transportation for workers
- Improve bike and biking environment....have to get the

- cars off the streets before people get killed, electric vehicles/golf carts would help replace cars.
- The city, county, and state have taken too long to address 4-corners traffic and safety issues, Tamiami traffic and congestion between 5th Avenue South and Golden Gate Parkway, and traffic coming into downtown from the East Trail. The Downtown Mobility study inventoried issues and solutions but seems to have stalled.
- Need better traffic flow on 41 South at 5th Ave. Maybe a turnabout or traffic directional signs painted in lanes further north on the southbound lanes, North of CVS.
- Bike safety
- More pedestrian sidewalks, and bike paths.
- The pedestrian crossing from the Publix on Neapolitan Way to the strip mall on south side of Neapolitan Way is very dangerous. There needs to be additional lighting and perhaps a flashing light when crossing.
- Encouraging bicycle traffic is dangerous and absurd on these roads.
- more enforecents of bike clubs
- Need to develop bike paths that do not include roadways. Bikers do not obey traffic laws at all. When I am turning right at a stop light, bikers fail to slow down and stop and wait there turn. Many times you don't even see them coming at full speed.
- Valet parking is not being managed right.
- You implemented bias in favor of the bikers by including in in the safety question!

- Traffic, Traffic, Traffic, and access to old Naples area is slim.
- Traffic has become a real issue coming and going into Old Naples
- I have been coming to Naples since the early 1980s, so I have seen many positive changes in the dining, shopping, services, housing stock and general user-friendliness. However, this has come at the price of traffic congestion. I think the city is at a crucial point relative to further development.
- enforce speed limits on sidestreets

**AFFORDABILITY**

- Please do NOT put in affordable housing for workers. This is the wrong way to develop Naples.
- Shortage of workforce housing needs to be addressed by creating better public transportation options from outside city of Naples. Creating workforce housing within the city limits is not possible.
- Affordable housing for all workers. It's ridiculous to expect people to commute long distances for minimum wage or slightly more. Get with the program, these people need to nearer. Make developers put section 8 or whatever it's called here in their high rises and not put \$\$ in some kitty to get allocated elsewhere. All of the continued senior facilities rely on these people as well as our hotel and restaurants. With no place decent to live, think would you want to live in their conditions, they will be fewer and fewer. Make this a priority not another adult community that starts at independent living and then addresses your needs as you age. Get things for young people, the kids of the nurses, doctors you depend on. Bring businesses like



**Additional comments continued:**

Dave and Busters or Silverball Arcade, what about an escape room. The Children's Museum needs to expand beyond the preschool child, where is the science museum? The town and Collier county need to expand their vision plan to all.

- A City Housing Authority needs to be created.
- The cost of living in Naples prohibits local working force to afford living here
- Help keep Naples affordable
- Overall, Naples is a beautiful small-town city. What is hurting Naples most is a lack of affordable housing for workers, overbuilding, and a penchant for overspending on the part of the city for things that momentarily dress up the city, with a total failure at maintaining same. You remind me of someone who buys a nice suit, but fails to keep it clean and repaired. The city is beginning to take on a slight air of shoddiness.
- Affordable housing for city workers does not need to be within the city, it can be in the county. We need to stop focusing on affordable housing within the city limits because it's not economically viable for developer/land owners. People can commute 30 min to eastern Collier.
- To attract and retain high quality city employees, we must offer affordable housing for them.
- Affordability's is very important

**DOWNTOWN AND BUSINESS ISSUES**

- you are loosing your locally owned retail attractions in downtown Naples. Commercial rents for retail downtown are becoming

unsustainable. Your independent merchants are critical for maintaining a vibrant downtown economy. Hoffman has not been a friend and 5th ave south has lost it's way.

- Very concerned about over building and mass urban sprawl in downtown Naples.
- Part of the charm of Naples is that not everyone can live here. There is too much pressure on 5th. Too many people come downtown for special events. For example: 4th of July and Halloween are a mess. People park in my driveway and trash my yard.
- Too many chain stores coming in and too much over building on lots. Too much density in the city.
- Traffic is a major problem. Employees can't get to and from my business in a timely manner because traffic is so bad.
- New buildings on 5th suck, Mayor is out of touch.
- Improve parking for westerly half of 5th Ave S. to help sustain Retail and Restaurants in that area.
- The city is overdeveloping the Fifth Ave and Third ST neighborhoods. There is insufficient parking, crowding, Sidewalks are too narrow to accommodate the number of visitors to these areas in winter. There is insufficient parking. The traffic in season is not adequately managed. Too many people go thru red lights, a source of income if policed properly. The city streets are in terrible condition due to heavy equipment driving on these roads! The entire city seems to be run solely in the interest of commercial interests and not on the quality of life for its residents.
- Naples is lovely but there is over

building downtown. Fifth Avenue use to be so elegant, picturesque and charming. So much has been lost in recent years.....all the new structures look alike no character, no charm. The new proposed hotel and condos being built where the old Naples Beach Hotel currently exists is over the top construction. The new hotel will be beautiful certainly but the addition condos will be an eyesore. Really ruining a lovely area of Gulf Shore Blvd.

- It is sad to see small businesses disappear. While one can understand landlords wishing to maximize profits, there must be an understanding that empty storefronts are an eyesore and it would be better to give a small business a cost break than have the store vacant.
- We are losing ALL our green space in downtown Naples due to all new buildings being built right on the sidewalk with zero setback for greenery. This austere look along with the granting of other zoning variations will be the downfall of of charming town in the future unless changes are made to our direction and enforcement right now before it's too late.
- Downtown shopping areas need to retain a unique appeal to attract visitors and shoppers.
- We need to be supportive of our local businesses as they compete with businesses located in the county.
- Noise from some downtown events and restaurants is getting to be a major problem. The 5th. Ave car show had extremely loud music for several hours that could be heard for several blocks-even with doors and windows closed.
- I believe there is a building code



**Additional comments continued:**

that requires new building on 5th avenue to build to the sidewalk. This is crazy and contributes to overblown buildings and overcrowding on sidewalks.

- I am concerned about the concentration of downtown real estate in the hands of Hoffman. Given how much he currently owns he could single handedly change the nature of Naples. I would hope the City would have sufficient approval processes in place to prevent this.
- We live in Old Naples and there are to many events that cause parking to spill over into residential areas. They park everywhere, damaging landscapes and blocking streets. I envite council and city Mgmt to not only visit these events but then walk the nearby residential areas and see what we complain about.
- To make naples the green jewel we all want, needl to rethink the zoning of Parkshore shopping. Enter. Currently adding another business to this already contested old trail is not in anyone's best interest. Add that together with the semi truck stop in the rear of the shopping center congestion
- The ambience and charm that attracted many of us to Naples is eroding. Fifth Avenue South and Third Street becoming like Miami Beach and Las Vegas
- Valet parking downtown merely means we now pay to park. It didn't add any parking that wasn't already there. Another parking garage is needed to provide parking for downtown businesses customers.....or you won't have downtown businesses.
- too much retail development in the City. ruining the city since it creates traffic issues. ajf

- We are over building in the downtown area to the point of not being about to get out & about safely. We just build more and have more traffic and the government just add more! Beautiful area but over build with condos etc.
- You cannot retain small town feel with strong commercial development and continued multi occupancy construction. Commercial development should support residents not tourists and business
- Keep Naples small-ish and halt the unimaginative me-too development of Fifth Ave South

**GENERAL COMMENTS**

- The greed will destroy Naples.
- Need to let some weird / funky people and places remain.. not all vanilla
- Primacy of residents.
- We do. It need an ethics committee- total asteroid of time
- Our medical facilities and those that practice there are certainly not first rate. Everyone I know goes out of state for medical care of any serious nature.
- Part time visitors should be taxed more as they create more pollution, traffic, etc.
- The wishes of the city residents should NOT be secondary to the interests of developers
- I moved here, instead of to the east coast of FL because I preferred a small town, more laid-back atmosphere, and because it seemed like a place to live, rather than just visit
- Tourism is our biggest business.....wide beaches, clear water and safety are HUGE contributors or detractors. Also, the seasonal character challenges service worker year around job prospect
- What is all the commotion about Ethics? WE have a lot of issues and ethical government is not one of them. Smart government and less political posturing is another.b
- There is a price for explosive growth and this is a big challenge for Naples going forward. There are no simple solutions but traffic/ congestion is becoming a major problem exacerbated by permitting of large dense residential development projects. And again fixing NCH must be addressed. It is a tragedy that we didn't do more to keep Cleveland Clinic in Naples.
- Stay out of private enterprise. The city does NOT need a gulf course.
- We should have full disclosure of financial conflicts of interest with all elected government officials as well as paid government managers
- during the summer all is fine
- Once again, concerned about pollutants and cancer causing agents being liberally used in the community by groundskeepers. Concerned about traffic and the growing number of discourteous drivers. We never used to hears horns honking but lately it sounds like New York City with people not hesitant to lay on the horn which is unsettling and we can even hear it continuously from our home.
- Good city governance, both from elected and appointed officials is paramount. The ethics of some city officials has been very questionable. A strengthened city ethics code, with an active



## Additional comments continued:

independent ethics committee, is sorely needed. Many city issues will not be adequately, reasonably and fairly addressed without improved ethics from city government leaders, including City Council. Good morality may not be subject to legislation, but good ethics can and should be encouraged by a clear, stringent and enforced ethics policy, independently administered. Otherwise, strategic visioning will be useless and a waste of time.

- Focus on quality of life rather than tourism
- Dealing with the planning board and permitting, etc. is a notorious joke.
- Diverse communities are strong communities. Be responsible!
- The majority of the above are of major concern and I could have checked 20 top concerns.
- During season, traffic/ congestion is unbearable.... This massive influx of nasty seasonable residents has to be confronted. As resident of downtown naples, we need some kind of tax on vehicles accessing downtown naples from these seasonal visitors. We have to work/live, raise our children in our neighborhood. This has been almost impossible from November until May. This will only get worse as the hordes continue to resettle from the south east coast. We need to strictly regulate these developers coming in and ruining our city. if we don't do something, we will have the same urban mess that Miami is dealing with. Too many politicians in the pockets of developers. they build, make their money and then depart, leaving us with utter chaos. Travel time for even the shortest destinations in downtown naples (i.e., on US 41)

have quadrupled.

- Almost all the features listed above are important to me except for high-quality, wealthy people.
- Two issues to point out. One, there are many eyesores in downtown naples that have set empty for years. 3rd avenue south parking area are one example. The developer should be forced to complete the planned development or turn those areas into parks until completed. This is also very true of the land at the big bend downtown at US41. These areas are full of broken glass and garbage. Second, there are many dangerous pedestrian crossings. The big bend at US41 and 5th Ave is a blind corner and cars often run the red light and don't see pedestrians. This intersection must be fixed for pedestrians! I never see police pulling over speeders or red light violators.
- Police, fire professionals and teachers should make a living wage and should not require subsidize housing
- Some of the questions on the survey did not permit us to go back and amend answers-too bad. The growth of the County threatens the quality of life of the residents of the City. Strong leadership that recognizes the threat are needed to stand up to developers and staff that favor zero lot lines and variances to our zoning laws. We must protect our neighborhoods by enforcing the Code, not relying on complaints and compliance after the fact.
- Hopefully, your organization will not bring its own or those of the City government opinions in reviewing survey responses. Survey questions can often lead to the conclusion the surveyor

wishes. It is essential that the warm, small, local and bottom-up governance be reinforced as one might argue that growth is becoming superior over maintaining our small town appeal. Thank you.

- Highest Quality is key. Halt the number of residences, especially large condo projects.
- The City should not try to dictate affordable housing or place conditions on development. Government should minimize its influence.
- I am somewhat new to the area and not informed on some of the issues and questions. It would have been nice to have a category where I could have stated that.
- Could have made more selections
- County/state laws with negative affect on City
- Question 3. You are missing an option. We are none of the three answers you provided. We are owner, non residents. We clicked residents because we couldn't submit the survey without answering with one of the options.
- more places that allow fishing from shore, and places to use off road vehicles
- See my previous comment.
- Please consider becoming a more pet friendly city. It is so frustrating living here with a dog
- Prohibit recreational medical marijuana.
- Quality of life, great medical care / facilities, a well-run government and city, low crime, availability of cultural events, fine dining, available parking and a calm, peaceful environment are what make Naples great.



**Additional comments continued:**

- Almost all of these issues will be threatening Naples in the next ten years
- Stay friendly and honest especially the car dealers!
- Tax reductions would be nice if unfeasible
- We definitely do not want Naples to be a sanctuary city!!!
- Protection to senior citizen
- More government is not the answer to everything.
- Too much building going on without any thought to the impact of facilities. Bringing way too many people here. No longer is this a small quaint town.
- Oversight of Hospice to thwart euthanasia of victims of elder abuse. Oversight and maintenance of open space for humans and wildlife. This is all about the primacy of residents.
- Ethics committee!! The parking structure at Clam Pass Park is nothing more than unethical politics at its finest! It is so asinine with regards to any category: beach vegetation, protection from storm surge for this area, traffic, small town feel, congestion on beaches, wear and tear on shores, and the list goes on....

**REGULATORY**

- Safety, lighting, better sidewalks for pedestrians and bicyclists. Address the traffic issue in season. Property owners with empty buildings or vacant lots should be forced to clean them up or face a fine.
- Snowbirds who are here only a few months of the year leaving vacant homes in 70% of neighborhoods destroys community feel

- The newspapers need to tone down stories like red tide and other bad reports that hurt local businesses.
- Short term rentals are no good!
- try quiet electric trash trucks & place dumpsters to reduce noise in congested areas.
- I find the Ethics Committee option a distraction and counter productive in relation to the real problems faced by Naples. I am opposed to the creation of an Ethics Committee.
- Power lines in mostly Old Naples, Aqualane and Port Royal are antiquated, Should be under ground.
- Do not allow yards signs other than realtors and political candidates.
- we hope when next hurricane comes we will not lose power for more than a week, this was our main problem. This was fundamental failure.
- Regulate short term rentals
- Straighten "no wake" signs in Moorings Bay
- Noise! Noise! Everywhere... as everyone says "it is not peaceful in paradise." Naples was gorgeous before leaf blowers were invented. They need to be banned by our city. Oh the noise! Everyday, every where.
- I am a relative newcomer to Naples. Naples is a beautiful city, however; what I would describe as over use of leaf blowers destroys the tranquility of the city during the day. If there was a means to reduce their use or require electric blowers, assuming that they are more quiet, it would be a huge improvement.
- The City seems to be willing to

- spend a lot of money on things that the local residents are not asking for. It is wrong to spend our money and resources that benefits mostly non-city residents and often make our situation worse. For example, we don't need more sidewalks on every street in old Naples. We don't need or want more bike paths in old Naples, including Gulf Shore Blvd. The area is already too congested. Put the recreational paths where there is more room on the outskirts. The approach Council has been taking flies in the face of maintaining quaintness, preserving the small town feel. It gives way to encouraging hordes of people to congest the already most congested part of town. Likewise with the increased density that is being permitted under the salacious assumption that people will not have cars but will walk instead
- Landscaper noise is a big issue. As a resident I get it every day. If we don't switch to electric blowers or rakes, and get rid of huge tractor mowers we should at the very least mandate one day a week per block.
- Police should better enforce noise and speed ordinances in Old Naples.
- With over development and increased short-term rentals (with very little oversight) can become an issue.
- Noise is an ever growing problem. Please consider banning motorcycles on and around 5th Ave. S. I don't know all the ramifications of annexation but I've a feeling that Naples should remain small enough in size to manage properly. Beaches: access should never be diminished. I'm not crazy about the push for "beach



## Additional comments continued:

renourishment" but the beach should be kept clean and it should be better policed. There are people now who go for events like fireworks who erect barriers around "their" chosen family spot. Also please eliminate SMOKING on the beach. It has long been bad for humans and for sea birds. In the past I have entered & quickly left the beach upon smelling a cigar I could not even see. It pollutes the air. Cigarette filters go on forever; they don't belong on a public beach where children play and birds gather. And no one wants to step on one. Maintain the purity of our beach and also our water, however possible. Form better laws to keep inappropriate herbicides & pesticides out of our immediate waters. Thank you.

- Naples does not need more regulation. It simply needs to enforce the codes and laws it has in place.
- Laws are not enforced - lots of people bring pets onto the beach. I only wish they were all fined.
- Reduce lawn care noise and ban gasoline powered leaf blowers ,hedge trimmers, edging machines and chain saws
- Noise pollution is a problem and city planners need to limit landscape activities by developing a system whereby sections of the city receive landscape service one day a week. Please!
- Change the setbacks on 5th don't want to see a solid wall
- Longer quiet hours wider insert codes for building McMansions
- As long as we have street lights in most neighbors, why are they rarely on?
- City of Naples does not need affordable housing. Affordable house and can be found a few

miles outside of the city

- We already have too much beach access and trespassing. The residents pay for everything and in spite of no trespassing signs every fifty yards have to contend with hundreds of trespasses every day.
- Need smoking regulations on Beaches and public spaces
- Again, please allow existing residents to enjoy their homes without the constant flow of huge trucks for construction of "recycles" homes. Schedule the amount of rebuilding that can be done on any one street at any one time.
- More oversight of landscape companies....particularly the lack of an appropriate muffler to keep noise down when using their blowers...
- Need much safer bike paths along the roads, have to work to attract a younger active community.
- The City should fix the seawall in Venetian Bay.
- Regulate what is very important and deregulate the silly things which the City insists on regulating.
- A good friend built a home in Mediterra and within six months had to leave because of mold. The mold was caused by windows that weren't installed correctly and yet passed city inspection and the contractors use of Chinese plaster board. Better code enforcement is required.
- Enforce no horn blowing
- don't like floating tiki bars up and down our canal. No privacy and tacky. Tour buses, Segway and scooters make us look like Key West.

- Need to curb the short term rentals, in residential areas,
- Eliminate short term rentals

## AIRPORT

- Eliminate or move airport - not used or needed by vast majority
- Limiting further increases in jet traffic at the airport is needed. Also, avoiding high volume/large jet commercial service needs to be emphasized. Lee county commissioners control their airports. Why doesn't Naples modify the Airport governance to provide more direct Naples Council governance. Approving the Airport governing board members is a very inadequate means of controlling the "City of Naples Municipal Airport"
- The noise level from the jet traffic over Third Street and Aqualane needs to be addressed. They need to be routed over the Bay and away from residential properties like they once were. Also, the hours that jets are allowed to depart and arrive needs to be shortened especially in the evening.
- no access to local airport unless you are a private jet owner...when we moved here we had 3 commercial air companies operating out of Naples...now all we have is noise pollution from all the private aircraft...when you think that Naples it's a good thing for Naples Airport to handle more landings and take off then RSW is a good thing...you should reconsider how the airport benefits Naples residents...too many permits being issued for a small town atmosphere...
- I would like to see commercial airlines coming into Naples airport.



**Additional comments continued:**

- Very concerned about traffic from Naples airport it's really affected Tin City restaurants
- Increased airport noise and traffic would have terrible impact on quality of life
- I would like to see the Naples airport moved further out to diminish the noise pollution from all the aircraft taking off and landing. Downtown desperately needs more public parking.
- As stated in Ques #70: too frequent & too low loud aircraft (jet) traffic. Excessive noise: leafblowers, city trash trucks (& fire engines)—quieter are available, motorcycle muffler enforcement. Enforce the zoning codes.
- Naples airport should be relocated or become a heliport for transfer from RSW to Naples. Too much noise in built up residential neighborhoods from jet aircraft. Propeller planes are not a noise problem.
- Again: Local Airport Noise
- Airport. Airport airport
- Airport voluntary curfew is not effective or observed
- The jet noise pollution seems to be increasing when at a time it was more controlled. Too many variances being granted that a
- Airport noise

**ENVIRONMENTAL**

- Red tide. Pollution and cleaning up the messes that have been created with these issues.
- Gulf water is filthy
- The city is not maintaining the landscaping.
- I am moving my business and myself out of Naples and there

are two main reasons and there are two things that Naples is doing a HORRIBLE job at: 1- the city is infested with poisonous toads. As a dog owner, I live in constant paranoia that my dog will bite one and die. I can't let my dog into the yard at night because they're everywhere. Naples does NOTHING about this. 2- Naples and Florida do not care about the Red Tide problem. I can't swim in the ocean, and that's a deal breaker for a beach town. I hope you all address these issues soon.

- Don't forget about light pollution. Moorings originally had a focus on preserving wildlife and protecting the view of the night time sky. Heck, all I can see now is the silhouette of palm trees against parking lot and 41 lights and every new home is lit up like the strip in Las Vegas. I guess some folks might like that.
- Beautification of 7Eleven to match surrounding
- Naples Bay should be clean enough to go swimming in
- Greater publicity of continued education and vocation courses. Higher standard of drinking water and address Red Tide issue.
- Limit parking at beach access to a two hour maximum. Unless you live within walking distance of the beach your chances of finding a place to park is slim to none. Not everyone has someone who could just drop them off, especially older people who can't walk great distances.
- Again, This is a terrible questionnaire. City government is not a panacea and is unlikely to be able to do anything about many things, including, climate change and sea level rise.
- Please see my answer to similar

question given above

- Red tide has been killing us past few years. I do not think this is something that the City of Naples will figure out, but for sure putting pressure on state legislators at a local level is crucial
- Our life blood are our beaches and water activities. This summer I took my grandchildren to Lowdermilk and it was so disgusting we left (smell, sinking in slime, surrounded by seaweed).
- I think the single greatest threat is the potential for rising sea level. If this is not managed with some foresight to reassure residents, it could spark an exodus. The domino effect on the City and the unique features we value would be devastating.
- Please stop the influx of waters from Lake Okechobee. We must address Red Tide.
- Get rid of pipes on beach and redirect runoff
- Beaches need a lot of work!!! Need to be resanded with quality sand. Red Tide needs to be addressed.
- Environment, water quality, recreation, small town feel are keys.
- Red tide issues are huge and you haven't listed that. Continuing education is lacking for seniors. More arts and music and theater offerings desirable.
- Our beaches, water quality and the clean up of red tide are the most important issues, that if not resolved could destroy Naples
- Red tide...huge problem.
- Very concern about the tap water. My water has been dirty since I have moved here. If you fill a bathtub the water is brownish yellowish. Not good! Increase in



**Additional comments continued:**

density is a major problem for our quaint city.

- The beach is the most important. Bad beach, no tourists or residents.
- The city cannot possibly provide beach access for the entire county. Collier County needs to open beaches to county residents.
- City maintenance of landscape plantings is uneven
- Again, we need to protect our ocean. What ever happened to blue water?
- I want to make it very clear that 'beach access' means protecting beach access and being very careful that we don't overcrowd our beaches and stress our natural resources by putting in parking structures so every tourist and county resident can go to the beach. There is a reason our forefathers put in only parking spaces on each beach block. Respect of the primacy of residents is the top issue and beach access falls under that.
- Everyone should be working aggressively to address the pollution and water issues. Enact fertilizer bans, more water restrictions, storm water run off and other discharges.
- Neopolitan Enterprises, Inc. owns property facing Naples Bay which has been a bird sanctuary for tricolored heron, green heron, blue heron & others. The property is now being totally mowed down—including many mature Mangrove trees
- You really need to address red tide
- Keeping our beach clean by not allowing offshore drilling and making the environment a priority is critical to maintain desirability and property values

- Keep better management over woodland areas to minimize forest fires.
- Elimination of red tide and other results of reduction of environmental degradation should be among the highest priorities.
- One of the largest issues facing Florida regionally is water quality. There should be a bigger emphasis on cleaning up Naples Bay and creating more living shorelines.
- Climate change is real. Pay attention to it.
- Again..Clean up the bay and the beaches...No more red tide!!
- Without water quality Naples will fail over time.
- Beautiful landscaping is important but the right tree for the right location is essential. The coconut palms being planted along the sidewalks are extremely high maintenance and do not belong where pedestrians and vehicles are at risk from falling coconuts and palm fronds. These plants need coconut removal twice a year and the fronds also need to be removed by tree climbers. They will be a big issue in a few years. Remove them now and admit they were a mistake is my suggestion. I had many coconut palms on my property and they were very expensive to maintain. Fortunately they never killed anyone when the coconuts and frond dropped but they easily could.
- It is vital we take care of the environment as it is the right thing to do and our state depends on it for tourism. More and bigger is not necessarily better and if people want a faster life style, this may not be the place for them to settle.
- Don't empty storm water into Gulf.

Get rid of those unsightly pipes draining into Gulf.

- ADDRESS water quality issues
- Beaches and water is the prime resource here, Protecting that resource should be the city's prime goal.
- Beach regulations - No boomboxes or audible music devices allowed on public beaches. Technology has made it easy for people to enjoy music with headphones. Transportation - Easing traffic congestion
- WATER QUALITY VERY IMPORTANT. RED TIDE A REAL PROBLEM
- Environmental impact of overdevelopment including traffic issues and greenspace degradation impacts overall quality of life in this city. There seems to be very little concern from local government about these issues
- Beaches beaches beaches! Traffic management.
- Again, red tide must be a major focus. The city needs to push the state to aggressively pursue better solutions.
- Green space is crucial to keeping this from becoming a city that's only about buildings. The city needs to recognize that this is not a city only for the rich. The rest of us would like to live here too. If we wanted the hubbub of Miami, we'd live there.
- Stop requiring water consuming turf in front yards.
- Address & fix red tide, etc. issues.
- Please do something about the stormwater backups that can block streets just with a heavy rain.

**Additional comments continued:**

- storm water draining and ease of getting through town is poorly handled.
- Number one has to be air and water quality. Number two has to be safety and that includes acknowledging climate change and taking bold steps to reduce human impact.
- I am concerned about the impact of Red Tide on the health of the community
- The Gulf is our biggest asset and it is dying as a direct result of the choices we have made. Enforcement, although costly will be money well spent and I believe residents are willing to fit the bill. I have lived in the Caribbean where I have experienced bleaching on the reefs and wildlife destroyed. Mostly as a result of pollution, over development and increased tourism. When VRBO entered our universe, increased tourism began along with a multitude of pollutants and health hazards. More people means more trash, less sanitation and more problems. I lived it. Please govern it and keep the residential areas residential. Let the hotels deal with tourism. Monitor our beaches.
- Quality of water and beaches is imperative. Controlling Red Tide should be a very top priority.
- Poor water quality is the biggest threat to our community. We need to make South Florida blue again.
- If we don't do something about cleaning up Naples bay with stormwater run off, nothing else is going to matter. Fix the septic tank problem asap. Also residence need to come first over tourism. How many art shows on 5th do we need. It helps restaurants but not local merchants.
- Horrible quality of the drinking water, therefore we had to install the whole house filtration system. Not affordable for many
- I think water issues are top priority. Naples Bay, canals, Gordon Pass for recreation and then drinking water, access to and water for irrigation should be at the top of the list.
- Water quality - Keep algae away - protect our water wildlife.
- Maintaining water quality in Naples Bay and neighboring waters is most important
- Beach access has become intolerable for residents, especially during season. The beach parking pass doesn't mean anything in the last few years. Removing the permit parking only areas has become a money grab by the city. Visitors have taken over the beach access and residents have become second rate priority. Please bring back the permit only areas. Visitors get to the beach early and usually stay late in the day. This leaves no parking for the resident who just wants to come enjoy an hour or so at the beautiful beaches that their huge tax money have supported.
- Since taking away beach parking for residents only, it is very difficult to find parking for the beach
- Naples Bay looks dirtier than ever and this is an issue that has been talked about for years but yet not enough has been done to stop the pollution from the Golden Gate canal system via the Gordon river
- Red tide is my top concern.
- The city doesn't do enough for the environment. We need to PROTECT the natural beauty. Not continue to develop more and more real estate. Enough!!



Please share comments you have on **Other Issues** in the City of Naples:

**GROWTH & DEVELOPMENT**

- Naples is fast losing it's small town charm. The high net worth residents and visitors were drawn to Naples specifically because it was NOT Miami or Fort Lauderdale. We do not want to lose these individuals. Please chose QUALITY over quantity going forward. (I'm referring especially to density increases, building height increases, and "residential only as permitted use on ground floor" of mixed use/ commercial districts)
- Traffic is abysmal as is parking downtown. Parking variances should not be given, business owners should provide sufficient parking for their customers. Employees should not be allowed to park in public spaces and special events should not clog streets so often and overlap. Beach parking needs to be restricted in retail areas. Customers are often not able to park along 3rd because the spaces are taken by beach goers who park all day. There needs to be a stricter tree ordinance that addresses taking out large established trees and requirements for builders that if shade trees are removed for redevelopment then they should be replaced as a landscape requirement.
- Driving in Naples is a challenge - particularly in season. The long traffic lights are a nightmare, elderly drivers are scary and tourists stop at every intersection in Old Naples because there is no logic to 2 versus 4 way stops. Separately, Red Tide is a potentially disastrous issue - it needs to be addressed with all possible resources.
- Need to enforce the existing codes

and ordinances.

- Growth is good for people who want to make a living.
- we do not need 5th ave to look like miami. stop,,, sit and enjoy
- The redevelopment/over development of is disappointing. The focus is on the wrong things. There is too much tearing down of the charm to build big buildings and not enough concern for thing such as straightening out the hospital and (horrible) health care here in Naples.
- Everyone who owns property wants it to increase in value, but condo projects that increase profitability through increased density will ultimately reduce Naples' desirability. We should, as a community, strongly resist this.
- Too much new development is spoiling the quality of life here
- Getting over populated
- Naples has continued to evolve in a favorable manner and retain its quaint unique appeal. Greater density is good. We need more downtown parking and another garage or two including on 3rd street.
- Very concerned with what traffic in front of my house will be like with the Naples Beach Hotel's redevelopment. Adding 5+ story building, 4+ story building, 7+ story building, all within ½ a block away from my house. All those renters and residents will be driving past my house, where now the only cars that drive past are residents on my block, or the occasional visitor that gets lost. This may be improved by closing the street at the corner of Crayton and Oleander Drive. Virtually making Oleander drive at Crayton, a Cul De Sac. I really don't think it's possible for all those proposed residents

and renters to access those properties without causing a traffic jam daily, on my street. If the intention is to get everyone in the neighborhood to move away. Then it will have served it's purpose.

- OVERGROWTH ! and OVER DEVELOPMENT!
- Growth needs to be slower and wiser
- Too many development deviations being granted
- Eliminate or move airport - not used or needed
- by vast majority of residents. Dangerous and a huge noise problem.
- STOP the endless development.
- Preserve small town feel - If I wanted to live in Miami or Fort Lauderdale I would move there.
- For example - Does the small neighborhood around 3rd St really NEED a 110 room hotel? Insane. Who asked for it - 1 landowner and a couple of restaurant owners?
- Density is becoming ridiculous. Nearly all the city/Naples Bay/ water problems are due to overdevelopment and packing more people into a fragile,small area. For example - now Naples wants to build giant ugly parking buildings near homes because of too many people in their cars concentrated in small area.
- Enough with the median landscaping - grass is good enough and not a hazard like trees in a hurricane. Also grass does not require an army of illegal immigrants and associated costs to take care of it.
- Do not annex any other areas.
- Not enough car lanes and the



Other issues continued:

roads feel crowded

- Even though Naples has done a decent job preventing outrageous growth, the county does not seem to be in line. Estimates of 100,000+ additional residents in the county over the near future simply means that Naples will become way, way too crowded. Talk about killing the golden goose. Development run amok!
- Promote how good our schools are. Encourage bars/restaurants to bring in new great talent. Never have I lived in a town that focuses on 5 to 10 bands, especially for nights on 5th and 3rd. Been there, heard that for the past 10 years. Think younger, we are not our parents. We are hipper, more active, think younger. Can we get more pickle ball courts? Let's be very honest and forth right with what occurs within the city limits with our police force. Don't lull people into a wonderland of rare crime. Seriously what control it appears Collier county including Naples has on the news. Tourist must think the only thing that happens in Naples are art fairs and car shows.
- Continued surge of a tremendous number of elderly people for six months and 1 day and Nov-April periods of the year can negatively impact the quality of life of those who live here year round. For example, insane traffic volume especially in the afternoon when kids get out of school, traveling below the 45 MPH speed limit, clogging up all the restaurants and doctors offices and a general attitude of "we are here now, move over."
- The permitting of all the "Shut Gun" homes is ruining our communities. They are beginning to look like cookie cutter developments.

- collusion between business owners requesting permits and city plan development committee-administrative permission too often given for matters that deserve discussion from both sides
- Commercial development taking priority over residents concerns. Short term rentals. Road safety / pedestrian safety.
- This is a very critical time for Naples. It is setting the course for the future. My fear is that development is taking precedent over residential concerns. We are losing Naples as it should be. Now is the time to get back to our roots. Adhere to the Comprehensive Plan! It will keep Naples, Naples!
- The reason we have such a great town is that codes were enforced over the years with very little deviation,
- My family has significant concerns regarding the redevelopment of the Naples Beach Club Hotel including the height of the proposed condo towers, density issues, an end result of creating a "Ft. Lauderdale look" in the old Naples beach area, flood water control issues, traffic problems and multi-years of construction noise and disruption for area Naples residents. My family does not believe the current proposal of the Athens Group is in the best interests of Naples residents.
- The issue is simple. The Vision 2007, Comprehensive Plan, should be the guiding document to ensure Naples stays Naples. It should not be thrown out when a developer proposes a project as in what is happening with the Naples Beach Club.
- On the east side of 75, rezone Golden Gate Parkway as

commercial for improved growth of business.

- Height is a major concern. The codes should be strictly adhered to.
- New development is not supported with transportation, streets, road , updates.
- Continued... this Authority could build low cost apartments near the downtown area.
- My main causes of concern are over-development, increased traffic, destruction of wild areas, water availability and quality and environmental issues such as pollution, red tide, sea creature die-off etc. Naples is becoming too big. Why the continued development?
- This does not have a small town feel. Every thing is being over built and only the wealthy have access to cultural events. Have you priced tickets to the Phil?
- Develop a Downtown central park. Redirect ( plan) 41 to east trail.
- Please stop or drastically control the amount of new condos in the Old Naples area. It is ruining the peace and charm of our community.
- The property developers have far too much influence with the City Planning staff and the City Council. The Naples city ordinances define the variance and conditional use requirements, but they are interpreted too loosely
- Management of urban sprawl is another key issue and threat that needs proactive management.
- Naples is no longer a 'small' town. Need a moratorium on NEW residential and retail construction!!!!
- Horrified by the traffic and number



Other issues continued:

of car accidents in this city.

- Most importantly, concerned about the quality & quantity of WATER to supply the increasing growth of Naples.
- Also, the Red Tide will be a factor as to whether Naples is considered a safe and healthy city.
- Please address these issues for the future of Naples.
- After living here for 32 years as a full time resident I believe the City (and County) has lost its appeal. It feels like living in a large city.
- Code enforcement on newer and new construction is poor. Downtown is owned by the highest bid developer for real estate purposes but they don't have to make the local shops affordable. Make the developer own the land and keep it affordable for leases for at least 10 years after they purchase it.
- Rein in high density residential development.
- Keep building heights down, density less. Style of city could be Key West to create charm and comfy atmosphere rather than too sophisticated. i.e. small town charm.
- Be wary of granting code and zoning exemptions to developers. There is plenty of financial return for development within the current regulations.
- The small town, laid back beautiful Naples is now gone. Congested roads, angry drivers, congested stores and parking lots have taken it's place. Please stop with the insane need for more growth, there is no more room - save what's left of our town.
- Growth and development and it's overall impact are huge issues that need to be carefully managed

for all of us, including the gulf waters and the creatures who live there.

- Stop building huge complexes like the one at Goodlette Frank and 41
- Too many people moving in last 3-5yrs. Restrict growth so that existing property can appreciate in value and keep traffic from getting any worse. We don't want to live someplace that is turning into Lauderdale / Atlantic coast
- Please ramp up the hotel development of 3rd street district and cooperate with contractor to proceed according to reasonable fast track construction methods. The dust and disturbance will negatively impact the merchants so perhaps there could be some rent subsidies along the way. The neighborhood will be vastly improved for the long term but the short term inconveniences will be a nightmare. We don't want to lose the businesses that have served us well
- Priorities when building/growing decisions are made I feel are focused in the wrong areas. There is very little quiet, cozy, slow lifestyle left that drew us here in the first place. Odds are we're gone in the next 5-10 years.
- City is being swamped by lower cost developments east of 75 - there is not much out there in terms of restaurants and entertainment so downtown takes the burden.
- Beware of becoming too "east coast". We are here to get away from Miami, Ft. Lauderdale, etc.
- Naples Beach Hotel plans, the height and density of the proposed rebuild is way too high in building height and the density is too great for the beach front property. Code should be enforced instead of

ignored with variances.

- Stop development. They are trying to ruin the city while lining their pockets. City is too crowded already now and traffic is horrible.
- More doesn't mean better!
- We are very concerned about the number of new condominiums being built in or near Naples. Congestion is already a major problem and Naples is losing its small, quaint town feel.
- Very concerned with the increase in population density in the city, especially downtown. Single family homes are torn down and replaced with multifamily homes. Single family homes are torn down and 3 homes are built in there place. Not good!
- Don't like that new buildings on Fifth Avenue are being built right up to the sidewalks creating less space and view on Fifth Avenue and making it more congested.
- More bike parking needed downtown. Too much traffic coming from North Naples on 41. Too many low-quality condos in desirable areas and too much luxury building in less desirable areas. Too many people walking/running on the road/bike lanes when there are sidewalks right next to the road.
- I am concerned that City leaders favor developers/realtors/lawyers and short-term revenue gains for the area over the longer term interests of residents. I am concerned that there may be influence peddling going on at the highest levels.
- We're definitely losing our "charm" due to over-development.
- Please don't let us continue to become a "concrete cavern" in both commercial areas (5th ave &



## Other issues continued:

- 3rd St so) and residential (throughout the city, but especially along GSB).
- Do not give zoning exceptions to development like the Naples Beach Hotel project. Zoning law enforcement is the only way to prevent high rise canyons from ruining the city.
- The problem is not density of our commercial zones the thing that will the end of Naples as we know it is the density of the residential zones. The megga homes that take up almost all of the lot will turn Naples into a Ft. Lauderdale, with over crowded residential neighborhoods. Second, there is a need for workforce housing.
- Worried about over building
- Naples lost it's "quaint" about 10 yrs ago, too much money here overdeveloping it. Also out side investors. Tearing down old houses and building mansions; affordable housing, there is hardly any of that; street repairs, after tearing up a street seems no one knows how to patch them, including the brick crosswalks, settle and are rough.
- I would like to see an education effort to encourage residents to use less pesticides and herbicides to prevent chemical runoff into the ocean. Crack down on chemical run off from large commercial properties. The red tide and algae need to be addressed to keep the water clean and pleasant to enjoy for everyone.
- Plan annexation to rationalize the city's eastern borders; plan seriously for sea-level rise; provide more parking downtown; formalize regular collaboration with the county on parking, beach access and renourishment, flood control, hurricane resilience, water and sewer, traffic flow ...
- Growth should be carefully managed to maintain a lifestyle
- Am not sure that you will receive above concern, which is the planned buildings are not designed as existing ones. Do not look as if they will belong and will take away from the look of the city which is so important to the charm of the area. Specifically, on Central Ave. a condo that will look like an office building next to Central Gardens and Park Terrace , old naples design.
- desires of developers should not take preference over wishes of the residents.
- The loss of old Florida single family homes id disturbing. How will city protect what is left?
- I have loved this City since I first moved her as a high school junior in 1958 and I still love it. It has been sad to see that we couldn't have kept the town charming and unique. It hurts to hear visitors say they don't plan to come back because it is too pricey, the traffic is horrific and getting into restaurants for a meal before 9 pm is difficult. To see all the zero lot lines where one house might have been to now see three row houses jammed in is not charming.
- Please put in more building restrictions. It's what the residents of Naples want....increase setbacks, less height, less density.
- Listen to us, please, this is our home and we're crying out!
- We also don't want unnecessary sidewalks urbanizing and taking away the charm and green space of old Naples.
- Infrastructure not keeping up with over growth of Old Naples.
- Old Naples local traffic issues are becoming more problematic, (i.e.-speeding and running stop signs in residential areas). There needs to be more law enforcement to curb this.
- Sequencing of traffic signals on 41, 10th Street, 5th Ave & Goodlette Road areas.
- Airplane noise and flight paths of planes over Old Naples
- From my personal experience, I believe that increasing numbers of residents are disillusioned with the way Naples is going.
- overdevelopment/ congestion is the main issue. we don't need more green space we need to expand our roads to handle all the traffic. we should not permit further development (or green space) until us 41 is expanded and more roads are built. how could the city permit this overdevelopment without considering the existing infrastructure?? Finally, it is time to remove all those islands installed in downtown naples. we have bumper to bumper traffic with trucks everywhere. those islands serve no purpose now except to make traffic worse. how could the city let this overdevelopment happen?
- Preserving our Old Naples neighborhoods and their charm is key to the residents. Variances need to be carefully evaluated and not just granted as seems to be happening. The people that planned old Naples did a phenomenal job of laying out the town and preserving the charm. It is a gift that we need to make sure we do not ruin with poor decision making. Changes need to be very carefully evaluated for the long and short term but also in terms of the impact on local residents and small businesses.



Other issues continued:

- Building height is what makes us different from other popular destinations, the human scale. And saving the original old Naples houses wherever possible. Historic preservation!
- NO MORE FILLING GREEN SPACES WITH MULTI STORY BUILDINGS
- PARKING AT PUBLIC OFFERINGS ON LAWNS ETC
- NEW RESIDENCES TOO HIGH BLOCKING NEIGHBOR SUN/AIR/ PRIVACY
- So much new construction of homes that are
- too close together, tearing down our lovely
- old cottages for these bigger homes.
- I've been visiting, owning and living in Naples for many years. It's a beautiful and outstanding place. It has had tremendous change over the years and I'm all for growth and progress. But once you give "variance" on one building downtown (or City of Naples) you become forced to allow all new buildings variance and we're seeing that now. It's a slippery slope and it effects the atmosphere, beaches, water and overall quality of life.
- Over development and density are killing Naples; there really isn't much "small town charm" left
- Naples becoming over crowded. Too many people in small area. Congestion, traffic, etc.
- City allows too many variances to codes
- It appears that there have been many rental apartments established that were previously individual homes. This has changed the character of Old Naples, as has the building of very large single family homes. I suppose it is unrealistic to expect this trend to slow or reverse, but it has dramatically changed the ambiance and character of this old neighborhood, not for the better.
- Developers appear to have forgotten about the housing crash of 2007. Once again they are building condos well beyond capacity.
- We still enjoy coming to Naples! However, the older we get the less inviting the city is getting. We don't feel safe while driving on the streets of Naples. Automobiles, trucks, vans, work vehicle are passing us at 20 MPH faster than the speed limit endangering all of the other motorists. We also still enjoy the restaurants on third and fifth. However, the prices are going up so fast that we feel ripped off. We are now examining other options for living in a peaceful, quaint area outside of Florida. Florid is growing so fast that soon the average person will not be able to enjoy the weather here. Our adult children and grandchildren enjoy coming to Naples to visit. I doubt that any of them are going to ever move to Naples based upon the earlier comment made about the changing atmosphere of Naples.
- Again, because of over building, even lawn care services park in the road with their orange cones further obstructing traffic and compromising pedestrian safety. And insane number of palm trees have been planted along gulf shore Boulevard, meanwhile private residence and condominium owners block city right of way such that families coming to Fifth Avenue for the Christmas parade can't find a place to park, is most unwelcoming and unfortunate. Caution tape, sticks and chains, boulders etc. are a sad sight.
- Let us support quality and high end development. New development should reflect Naples High Standards and quality.
- I'm 60 (wealthy) and notice how many people my age and "older" refuse to be forward thinking for modernizing Naples for years to come. Keeping everything the same .... moves Naples backward. It is time for additional new construction / condos / beachfront.
- Hard to differentiate in this format, but the city needs to better manage growth and stand firm on building codes - height, density, etc. Too many exceptions have been approved, and that precedence will haunt going forward. Also key is protection of natural resources - water issues are most concerning.
- The residents and probably a majority of the property owners and merchants do not want to make Naples a destination City for visitors and residents bordering our neighborhoods. We should reestablish setback lines that promote water retention and encourage redevelopment on Fifth Avenue that requires set backs as there is little room for two couples or a family to pass on the sidewalk.
- I have concerns that communities continue to pop up and expand north and east of Naples so the increase in people is having an impact on the services and amenities of Naples
- Very concerned about high density development--it is very unattractive and the opposite of why we moved here. Also the



Other issues continued:

- elimination of small shopping neighborhoods like along 10th worry me--they add to the character of the community and if these are all eliminated to put up tall condos it will really disappoint us all.
- The city has failed residents repeatedly in poor management of growth. We voters care about and resent the constant exceptions to code for height, density, sufficient parking for new buildings. We don't want big parking garages on 5th Ave. We want builders to provide for their own buildings. Planning boards and city council are too anxious to build and too eager to grant accessions. Lets get back to basics....pure water, infrastructure. Quiet quality charm. It is what attracted us here in the first place. Stop ruining what we all consider our idea of Paradise. You would be smart to listen to your voters. We haven't until now, but we are paying attention.
- Our streets and sidewalks are not as clean and in as good repair as they should be and once were. More attention should be given to preserving our natural resources, our beautiful, charming City and the proper balance between residential and commercial interests vs. the growth and urbanization that City staff supports in their recommendations to City Boards and Council.
- Better planning, adherence to building heights & codes, no sale of public parking spaces to accommodate more intense condo development, need for greater architectural diversity & need absolutely to maintain unrestricted beach access.
- Density is a huge problem, and it only gets worse as more condos are allowed.
- Change is expected and ok but not to the detriment of the local charm.
- NOT ALL OF US ARE SUPER RICH, THIS HAS BECOME A CITY FOR THE RICH AND POWERFUL, I'VE BEEN HERE SINCE '62, SEEN ALOT OF CHANGES....NOT ALL GOOD! WE ARE "BUILT OUT" AT 23,000 and COLLIER COUNTY IS AT 330,000 and GROWING".....YES WE ARE BECOMING "ANOTHER MIAMI"!!!!
- Quite frankly I think our politicians are in the pockets of the developers. Stop with the zoning variances. Plans were put in place for a reason and we're seeing the impact of them daily.
- The developers are in charge. If they have their way, Naples will look like Miami West. Unfortunately, the City Council sides repeatedly with the developers, routinely approving variances. "Exceptions" are now the rule. We will not live long enough to see the full "Miamiization" of Naples, but our grown children will. They love the Old Naples feel that is still holding on, for now. They want to retire here but will wind up, I predict, selling our Old Naples home and retiring in a less overdeveloped place. Too bad.
- The historic district is getting squeezed too much. Owners of historic property need incentive to keep the character of it. "You don't know what you've got 'til it's gone" . Many Naples residents and visitors enjoy Old Naples charm. Its too easy to lose that-be VERY protective of it! New development of too many condos on and around 5th Ave S has already changed the character of downtown. Naples Square development is too high density with no green space. It's too urban. Growth needs to be limited. People like things the way they are. We don't need out of town real estate investors buying up every property they can get their hands on, forcing long-time tenants out and changing the small town feel. Not everyone here is extremely wealthy, nor do they need or want all high-end businesses in Old Naples.
- Naples is becoming too citified, it's losing its soul to overdevelopment
- Strike the correct balance between additional development and maintaining the small town qualities.
- The traffic and over development are the major issues facing Naples in my opinion
- variance request guarantees that we will not achieve our objectives.
- Traffic. Over building. Density.
- Stop building. We are getting overcrowded & losing small town ambiance.
- Let's not turn this beautiful area into another Miami. Leave more green space. Please improve the roads before allowing more construction.
- Limit residential redevelopment to replacement (ie. Single family) instead of increasing population and vehicles on property (ie. Duplexes)
- I feel, that Naples is growing much too fast
- Too crowded, too many developers taking down the quaint, low rise buildings, local business owners are being forced out.
- We just need to pause with the large commercial buildings and condos. We've lost our small town feel in so many areas.



Other issues continued:

- I feel that the biggest issues that confronts our City is of changes in our small town feel and letting big developments change what we have all liked about this community. I hope that our city government will address the call for no more height and density changes to our City.
- Stop the development. Developers have no interest in preserving the essence and culture of this wonderful City !
- MAINTAINING BUILDING CODE. HEIGHT, DENSITY SHOULD BE ADHEARED TO
- Having been here since 1968, I am distressed by the increased density of population, resulting in traffic congestion, flooding, pollution, noise, etc.
- Stop selling out to the highest bidders.
- It is definitely moving from small town to city and I think the posture should be one of proactively embracing that instead of resisting
- I'm just concerned that the idea of revenue-producing land use is overstepping the once-homey feel of the city.
- Love this place, but hate having it become the home of megamansions on lots made for lovely ranch style homes. It is affecting runoff of water and visibility issues (I can't see the sunset anymore due to tall homes replacing normal homes). It is sad to see overdevelopment, esp. when many of these homes are only used part time. Oh well, progress. Sad.
- Different perspectives make it hard to prioritize. Remembering what made Naples the vibrant and attractive place it was and keeping it that way should help drive the priorities.
- All the condos downtown between Goodlette and rte 41. The traffic is already horrendous. Why add more or at Davis triangle??
- Match new residential and commercial zoning with infrastructure. Ensure reduced density and sufficient roads for newly zoned subdivisions. Quality of life is eroded by poorly planned development and density.
- It's a beautiful place, don't let the newcomers turn it into their liking, without spending a lot of time here. Like David Hoffman.
- My wife and I love living in Naples. We think the City has done and continues to do a good job of managing the City. Our on worry is that the City will grow to a point where it will no longer have the small town, laid back charm that makes it so attractive to us. Controlling growth is essential in our view.
- Too much high density housing has been constructed in recent years. Building standards need to be tightened. Beach access needs to be controlled and restricted.
- clean up north 9th street w new development
- To repeat: my concern is Naples becomes over developed to where people start searching to live elsewhere. I fear the search will be to find the Naples we once had... and lost.
- Need better control on new construction. Mega houses on 1/4 acre lots are not appealing.
- Our choice of entertainment is far behind the east coast probably since a smaller population and a newer environment...hope it picks ups, particularly for classical music and opera.
- traffic is always a problem...put more effort into this especially during "season".
- I do like the business community demanding more tourism. There should be balance, so the residents can enjoy the area without crowds, traffic, and costs of further infrastructure.
- Primary concern how to accommodate while maintaining a small ton ambience
- Do not want Naples turning into a Fort Lauderdale.
- Start addressing infrastructure within the city, and county, and stop dwelling on building homes and condominiums to increase tax dollars. Our roads can't handle the traffic, which causes irritable drivers and more accidents.
- Too much traffic, too many pedestrians, too many special events taking place nearly every weekend all over our streets, that increase car and pedestrian traffic in our neighborhoods, making transportation from point A to point B very difficult and frustrating. Many times influencing and impacting the decisions and lifestyle of those who live in Old Naples. Many of us Old Naples residents choose to stay at home while the rest of Collier County inundates Old Naples. I think it would be best to spread the events around a bit. Use open spaces if you can find one) around Collier County to be the resting place for some of the larger events.
- discourage growth, we've lost our charm by excessive numbers of new residences/condos and apartments
- There are too many variances allowed in the building codes. It is almost as if we have not building



Other issues continued:

codes at all because very developer knows they can get around it.

- The growth must be stemmed - Naples had lost it's small town charm
- I would like to see mixed use urban residences in the redevelopment area that are affordable to rent (under \$2000/mo). The kind that would attract artists and creatives as well as young professionals. These types of residents would allow for more dining and entertainment options and an area where the noise ordinances could be more relaxed allowing for residents and business to reside quite literally on top of one another more harmoniously.
- Again city must control growth, to much large scale condo projects downtown, re Goodlette Frank rd and 1st ave south, it will look like a downtown of a major city, at least the city limited these units to 4 or 5 stories, but still the overall density is still to high for the area. What about providing housing for people working in the city ?? Naples can not only be for the 1 percent.
- Naples is great but I have found many times that getting things done here is a big hassle. Too many regulations, regulators and hoops to jump through. At times it is apparent that having government making decisions takes way too long. Some regulators get too puffed up in themselves. Projects around the home and in business should not get stalled for weeks and weeks because no one can make a decision. Overall, too much micro management.
- We don't need more businesses in the City. We don't need more festivals. We don't need to attract

more visitors. City policy should be a "residents first" policy. Make no code variances for business or business redevelopment. The City does not need to provide the activity zone for the County.

- Our service workers are essential, allow them to work as needed to keep up with demand and hopefully keep their prices as is. Assist to keep good, law abiding workers in this area. Work with them to become legal, if needed.
- Residential construction noise and traffic is awful. The start times for making "noise" is way too early in the morning. Also, semi rigs should be banned from neighborhood streets where there are no sufficient turn arounds. Large trucks constantly driving and parking in lawns are ruining our peaceful, small town atmosphere feel. Large loads should be broken down into smaller truck loads which can turn around in the cal-de-sac area.
- Don't need to become another Miami, the spec builders and developers will continue to push, to get more profit. How about when a house is torn down the replacement can not exceed 120% of the originals homes footprint. Keep costs down
- you open up new roadways "Livingston road" then add more homes and apartments, therefore crowding those roads.
- stop mcabe and hoffman from getting so meny good deals on zoning

TRANSPORTATION

- I would like to see the parking areas on 6th. Ave. South paved and spaces lined with new parking stops. The tourists take up two spaces and the shell base is messy Additionally, dilapidated

lighting fixtures with open junction boxes are a hazard and should be replaced and updated

- Most of our neighbors absolutely HATE the roundabouts and don't want any more! Don't really like so many markings all over the streets. We never needed them in the 32 years we've been here. The whole place looks like a game board.
- Please NO Clam Pass parking lot.
- We love our new traffic circles. However it is unfortunate that so many drivers do not know how to yield properly and it can be quite dangerous at times.
- Speeding cars, dirtier 5th Avenue
- Traffic congestions, too many constructions, not enough roads to handle the flow of traffic.
- Traffic will be difficult, but it would be nice to make manageable. Also consider making 5th Ave S a walking mall for 4-7 blocks
- Driving on Fifth Avenue is usually a nightmare.
- All pedestrian street crossing signs should come on every time without pushing a crossing button.
- Safer biking and walking
- I am concerned about the amount of traffic and the excessive speed of vehicles
- Traffic is bad in season. The City allows flawed traffic studies from builders.
- We need to put some major funding towards sidewalks.
- Traffic, Traffic, Traffic!
- Bike friendly and walkability are 'extremely' important to us and all of our friends in South Florida. They have to be safe. Crayton Road bike path is way too narrow and dangerous. We need more



Other issues continued:

ways to traverse the community by Bike or on Foot. This, and contaminants on lawns are VERY important to us.

- While Bicycle use is important, some City streets are too narrow for both cars and bicycles. These streets cannot be widened. A decision needs to be made, either the bicycles or the cars go. Gulf Shore Blvd is an example. It can be a nightmare in season with so many on bicycles and some riding two abreast. Local residents are held captive on the roadway while maintaining safety.
- Public transportation is very poor. Alleviate parking issues with better public transport and ride share options. Look at Via for example.
- Another parking garage is needed at the west end of 5th Avenue S. A pedestrian tie-in from the east end of 5th Avenue S. across 41 is desperately needed. I remember that the city held a national contest to address this issue, but then it seemed to fizzle. Keeping parking free in the downtown is such an advantage over other towns, and my guests are always amazed.
- We need much better enforcement of traffic laws. If traffic laws were enforced in Naples, driving would be a much better experience. Do NOT be so concerned about offending or driving away tourists and seasonal residents by improved enforcement of the laws.
- This is bad!!!! 5 story /500 parking space structure the county is trying to put in at Clam Pass Parking!
- Where Goodlette-Frank runs into 5th Ave S, change the right-most lane to be right turn only vs left/right turn. This really holds up traffic trying to go downtown.

thanks

- Round about's are more attractive than a signalized intersection. However, they are dangerous for pedestrians & cars. Drivers have NO idea how to properly navigate through them. I am especially disappointed to see one approved for 8th street beside the school. This will cause a child serious injury in time.
- re-roundabout citing: I feel they are problematic when placed near schools and/or near high traffic feeder streets such as Rte 41. Esthetics are important, but vehicular/pedestrian/cyclist safety should be paramount.
- Crossing the street at four corners and 41.
- Only other issue at the moment are theroundabouts
- It's extremely important that old Naples and downtown maintain a friendly small town atmosphere and not let developers destroy this unique balance. NO GARAGE in areas not currently zoned for such,
- Traffic will continue to be a challenge w growth. Need to ensure pedestrians and bikers also feel they can get around safely.
- As the hub of the county, work more closely with the county on growth management. Protect green space at all cost. Once land is developed, it stays developed, and naturally chips away at the small town feel. While there is little green space remaining, utilizing bike/pedestrian paths as much as possible to connect the limited number of paths would be ideal. Tackling general Urban blight can provide infill opportunities and reduce the need for elimination of existing Green space.

• Parkways are overgrown

- The traffic situation is being helped by the length of the lights being changed and the police officers at certain intersections during high level events. But is there something else we can do; the corner of 8th Ave S and 9th Street is so dangerous - no one stops. And the ally coming out behind the newer parking garage (the old Mangrove Rest.) should be one way turning right not crossing over two lanes of traffic to turn left onto 9th street. Thank you for your willingness to help and obtain the best for Naples.
- We never had a parking problem in season until the valets took over all the available parking. Most of the spaces we used to park in sit vacant when we are looking for one. It makes Naples a much less friendly, low key location for residents and visitors alike.
- Parking, traffic
- sidewalks are graded too steeply and bad for walkers
- One of the major impacts I see that will change the look and feel of the city is the desire by city staff to want to urbanize Naples. By placing sidewalks close to single family homes will force residents to put up privacy walls and hedges. We will lose the open and inclusive feel that we enjoy today.
- This city has to have a plan to keep cars out of the downtown. Vehicles are choking the city. If London can do it so can Naples. The answer is not to fill the city with parking structures; there will never be enough. Do not allow privately-owned/taxed lots to be off-loaded onto the City; removed from private tax rolls; and the tax burden shifted to residents/ taxpayers. Parking structures reduce values of nearby residential



### Other issues continued:

properties. Travel up to cities such as Venice and the like and spend a week living there; walking the streets. Visit the restaurants right on the beach there (Sharkey's, etc.)

- Naples has zero restaurants on our beach. There have been several opportunities for the City to acquire property on the beach near the pier. The closest open beach restaurant is the Turtle Club at Vanderbilt Beach Rd.
- Our decision to look at property in Venice, FL is motivated by deterioration of quality of life in Naples. Crowded sidewalks on 5th Ave. Restaurant tables encroaching onto sidewalks. Noisy cars/trucks with blaring radios driving up and down the street each evening. No noise enforcement.
- Clear perception that commerce has priority over Naples residents.
- It is simply uncomfortable to be in the City in the evening. It is like the Jersey shore. Honkytonk.
- Keep neighborhoods quiet, no more parking garages. There should not be a garage at the hotel in seagate, traffic is heavy enough and not fair to the surrounding residential areas. I almost got hit by a car that was heading to the beach. There are already the garages at Waterside, no more needed in the area
- The talk of building a Seagate parking garage would be a detriment to the surrounding neighborhoods
- Strongly Against the parking garage being proposed at Seagate. This type of transient traffic brings little to no value to the city with enormous negative impact on surrounding neighborhoods. Strongly against

"affordable housing" affordable housing is available just outside of the city. We must stive to continue to make naples the green jewel of Florida by maintaining its wealthy/ small town feel and charm. Safety is key to continue to attract valued residents.

- Traffic to/from Old Naples around 41 at the turn gets blocked up at the morning and afternoon rush hours
- no parking garage at clam pass, they can't handle the crowds now
- Parking and traffic still a problem. Make 4th Ave one way going east and 5th Ave one way going west (for example) to alleviate traffic jams.
- you must do something about the traffic congestion
- Increase in bike traffic makes for safety issues.
- not enough parking in 3rd st area or 5th ave. traffic is unreal in high season and off season too.
- Allow for a better transportation for workers who live outside the city limits where the housing is more affordable
- Again, please consider redoing the S.41 bridge. It could be a stunning entry to downtown, much safer for both cyclists and pedestrians. and would encourage more high end redevelopment of the S.41 corridor.
- The city infurstructure is not well equipped to handle the bike/traffic demands. Bike lanes are needed and biker law infractions really need to be enforced.

### AFFORDABILITY

- affordable housing for service workers
- The charm and character of

Naples draw people here. Please preserve it. And invest in moderate income housing so that the workers who keep the economy humming have places to live without lengthy commutes.

- Give up the ghost on affordable housing. It will never happen. Plan for employees to live outside the City limits. Nothing wrong with that. We cannot control the affordability of the real estate market and govt. should stay out of the housing market.
- I would love to see more diversity in Naples but unfortunately the lack of affordable housing in Old Naples in particular really restricts that. As an Old Naples resident, the only time I really see diversity downtown is when people come into town for events such as Halloween and MLK parade. I commend the City for holding these events to appeal to a broad swath of residents but wish it could go beyond special events.
- There needs to be more AFFORDABLE housing for the workforce in Naples. Also, businesses need to increase wages. Many, many people have to work second or third jobs just to basically get by.

### DOWNTOWN AND BUSINESS ISSUES

- Business here starting to feel like Miami with employees stopping everyone on the street
- One of the single most important ways to keep Naples a tourist destination is to make it work best for the residents. Turning it into a daily festival is not helpful. Great tourists want to be surrounded by something they can't get elsewhere. That means unique small shops that offer merchandise that is original and



Other issues continued:

creative, services and practical amenities that enhance convenience and availability, and a sense of being part of something special. If they never see the residents (who go elsewhere to entertain and shop during season to avoid the impersonal mayhem), they will never truly appreciate what a gem Naples has been, but is losing.

- Too many regulations for small businesses.
- we wonder how so many restaurants with little or no parking are approved, the farmers market on third street South is a nightmare. Can't go into the area. too many dogs and no parking for shoppers
- Street s should never be closed to the public ie. 5th Ave. If events are ongoing such as car shows and entrance fees are charged, streets need to remain open to the public for restaurant and store usage. As a city we are selling our souls to craft fairs, car shows and other such. At one time, I remember Mayor Barnett when commenting on a concert held on 3rd st south and someone told him that their babysitter and kids were denied access through 3rd to get to their condo. He replied that even if an event is ongoing, pedestrians can not be denied access to public streets. This is no longer the case.
- Please don't let the downtown core become only a place for billionaires. Great, fun, casual restaurants can't make it downtown and thus, everything is the same.
- Try to maintain and invigorate Coastland Mall
- Park Shore Plaza has become a nightmare. The redesign of the parking spaces a year and half ago was insane and now allowing

further development of 2 additional businesses is totally wrong. leads one to think money exchange was involved since no one else would have allowed further construction on an already accident prone lot as well as the road redesign to accommodate Starbucks and the cleaners and a bank. Both the developer and the city keep redesigning this area and it only gets worse.

- Downtown has changed too radically- needs to be balance of high end first class hotels, restaurants balanced with affordable places etc. so it doesn't become solely a rich snobby area. It is out of balance and getting worse now.
- Help businesses expand and grow by offering incentives for them to stay here.
- It has become impossible to get around in Old Naples. Too many events
- I am all for the redevelopment that is making downtown much prettier and agree with building codes. I don't understand why the developers receive so much resistance in tearing down the old obsolete one story buildings. I would also like to see time limits on development approvals to prevent developers and property owners for sitting on eye-sore properties (i.e. George and Dragon, 3rd ave south, US 41 big bend, etc.) indefinitely.
- I am for development but keeping the development in sync with existing codes. I do not think that overbuilding is necessary as you can see from 5th avenue. Many of the new buildings are sitting vacant.
- There is a balance between commercial development and the residential community. For the last

12 years the commercial development has changed our city. It is time to better manage and balance the commercial development and residential need. Residents contribute over 90% of city budget. Why has the city council voted against the residents and for the developers? Vote usually 4-3

- Lack of sensitivity to downtown congestion, noise etc. and there effect on nearby residents. Also, bending the rules for downtown building that as changing the character of Naples.
- Different rules for development. the council wastes too much time making it harder for a small business to get started or change because the rules and codes seem to be different for everyone. We need code standardization so businesses can plan and not hope that the council will "see it their way". What McCabe did on 5th is an example. Simple code violation and charter violation but he got it his way. We all wonder why that happened
- Tha Park Shore shopping center and truck stop, City need to address the congestion on old trail and the trucks that overnight park behind the center, but they have approved yet another building in the parking lot, another coffee shop like Starbucks is across and McDonald's on the corner.
- Its a great place, I grew up here, but the business coming from out of town are bad. They do not have the ethics as our local builders, contractor, vendors. They come and bid and build and expect the city official to teach them our codes. All out of town contractors should be scrutinized and monitored for unethical behavior. Look at all the roofers and repair co working here,...



Other issues continued:

- building density in the downtown area
- Fifth Ave's new construction is an abomination! Keep it OLD and go SMALL!

GENERAL COMMENTS

- Traffic is number one, recruitment of high-quality professionals is a challenge, emphasis on family friendliness. Not just friendliness. Has a downstream effect on the ability to recruit qualified professionals.
- Some homeowners associations (not all) are speaking on behalf of owners in their neighborhood without input from the actual owners they represent. They are simply expressing their own opinions. They are not interactive with the people. I feel this is misrepresentation. One in particular does not publish agendas or meetings minutes. Executive board stays in office forever and does not hold meetings where the actual people have a voice.
- Attract a better ( higher caliber) tourist who spend money and maintain property values instead of going for quality.
- City Council frustrating will of the people regarding Ethics; Will be major issue in 2020 campaign
- After you choose priorities, remember you have to get to work on them. Hit it hard. You cant drive the bus if your not willing to sit in the drivers seat. If you don't want to drive, that's ok, just get out of the way. Running this city is an important job. This is not a coffee club or for the faint of heart. Hard decisions must be made with a "vision" for the future.
- Keep the city's benefits more for the city residents not county

residents. County has done a terrible job controlling growth and the city pays the price. Overcrowded roads, beaches and restaurants such that the residents can't even enjoy our own city. We should be top priority.

- open communication government
- More attention should be given to Naples Park to improve safety and increase services to residents.
- City is becoming less responsive and becoming a barrier versus a facilitator. It is all because of the stress of growth, but it can turn in to a culture if allowed to continue.
- Need to keep Tax Relief for Homestead Residents to Avoid losing our town to Wealthy Buyers with Self interests
- naples is gone. thanks to the greedy people.
- Naples is lovely and enjoyable. The traffic is getting very heavy in the high season which I would hope can be controlled. Short term rentals should be controlled if possible. I'm fearful the area will lose it's exclusivity. There should be at least a few commercial flights in and out of Naples each day. I wouldn't be for a lot of commercial flights coming in and out but it could be limited to one carrier that would have to bid for the work to have a few flights a day in and out.
- Balancing act between what was and what is to continue to grow sensibly and responsibly
- Stop spending money on advertising Naples to the world because we can't handle anymore people/traffic/development. Density is huge problem as well as traffic. Bicyclists need to ride single file on all roads
- The City of Naples' regulatory

scheme for residential and commercial construction is costly, onerous and intrusive. It stifles innovation and creativity.

- Property taxes need to be affordable or our children won't be able to afford living here.
- I live in Lake Park and I still don't understand why the power lines cannot be buried?
- The City should have work to improve the street quality everywhere in Naples. Tiding up all the neighborhoods together with plants, signs, lighting street, etc....
- The ethics issues need to be voted into effect and not buried as has been the case. It's occurred in city hall and also on Gulf Shore Blvd. N when all of the median trees were cut down and destroyed without any input from residents or information given nor was it ever explained why it was being done. It cost the City more than double the amount once the residents complained and the City only 1/2 fixed the huge palms that were cut to the ground and it never should have happened.
- Considering that a high percentage of residents and snowbirds are over 65 yr/o, medical care & hospital rating (especially NCH) need improvement. FL laws make it too difficult to get the same prescriptions and medial treatments as you get up north unless you establish a relationship with a local physician, of which there's a 3-month waiting list during season.
- High property taxes
- Promote use of electric vehicles west of 41. Charge much higher rates for beach and other parking in town during high season to discourage overcrowding. The



Other issues continued:

pressure on our town and beaches will only increase with time.  
Enforce beach rules. Especially pets. Pet owners are figuring out that there are no consequences for infractions.

- I absolutely love it here. Raised my children here. I worked as RN at NCH 17 years know the ins and outs of the hospital. Glad Allan is gone. will make the morale go up and become a better place. I love the small town feel. Grew up in Los Angeles. So afraid we are heading in that direction. Why ? It is not necessary. Everything about Naples that I have loved will go down the toilet if growth continues period! With growth our crime has gone up. I laughed when I moved here 22 years ago when watching the news. Moved from DC area. Big news here was someones house was broken into and their been babies were stolen. Gone are those days ! All for the sake of growth and money. Very sad. Please keep this town at this size. Improve what we have but stop the constant growth! I loved the slower pace , right wing midwest feel. Mid west people are so nice. With all this growth you change that whole feel also. Please do your best to maintain this town, with small town feel. Thank you
- The Naples code requiring sprinklers if a person puts in new hurricane code sliding doors on their lanais is putting an extreme financial hardship on normal homeowners. Putting in energy efficient doors should be encouraged, not put out of reach.
- Over Building and maintains pristine beaches and water.
- This survey asks for rating the City's response to a number of issues where the City has no role.
- I am afraid it's too late to help Naples...it is not the same town

any more..Too much emphasis on \$\$\$!!

- It seems like the city backed itself into some corner with no character and lots of bland Italian food and old white people. I wish there were events I could attend after closing up the office at 5:30-- the Naples Beach Hotel Summer Jazz thing is great!
- You have a world class medical facility and erroneously ousted its CEO. Don't play politics with our healthcare.
- Primacy of residents must be respected. The rampant rubber stamping of all site plans with deviations must be stopped. Red tide and stormwater needs to be addressed immediately.
- We need an effective ethics policy. We don't need to attract more tourists than we already have. Keep within the zoning requirements.
- Naples is a really fine small American city. Let's keep it that way. Do what is necessary to keep it clean, safe, friendly and prosperous. Home owners, particularly permanent year rounders, should be given preference over tourists when making policies.
- Of course we want to welcome newcomers to our beautiful city, but not at the expense of current residents. Too often I see decisions made to assist them (new/more money) at the expense of those of us who have lived here longer. I love this town but such treatment gives me thoughts of leaving.
- need for greater transparency/ accountability in decision making; need to have the ability to "enforce" the city of Naples Code of Ethics; early in 2018, Robin

Singer requested that each HOA complete a "visioning questionnaire"--hopefully this documentation is included as part of the materials being reviewed..

- Cambier Park activities are great. Closing our streets is a problem. We now have too much traffic.
- Naples is a fabulous community in which to live. I hope our city leaders continue to enforce zoning codes as written.
- Beautiful small town charm. With beautiful beaches and friendly people.
- Hurry up and back the Ethics Code for the City of Naples
- We've been snowbirds since the 1970s. The governance structure needs to be changed. We should have a vote. Our hometown has many summer residents. They have a vote!
- It is important for city leaders to be open and straightforward regarding issues that face our city so we can make informed decisions. We cannot do everything so it is important to make the right choices.
- If I could change 2 things it would be to make the city more pedestrian friendly, and to make the city more attractive to young people. I think the design district could be an attractive area for young people.
- Acknowledge the
- Greater transparency by elected officials. Need for independent ethics commission
- i shared above
- Naples is build on the attraction of wealth. Let's not forget this
- Only ENGLISH as the language of Naples.....ENGLISH is the national language.



Other issues continued:

- Building & Inspection department sucks.....it is hurting investment in the city
- Too much political power in Port Royal - money is talking and has too much influence where some of it is blocking issue resolution. Good ole boy network and protected positions
- Beach stickers should be Abe to be purchased by residents who pay water bills, and/ or electric bills, not just property tax. We are part of the community too.
- Your descriptions of Naples's neighborhoods proves that your interests are for the wealthy oligarchy in Naples
- It's pretty simple: if property values double tax revenues double, providing the city and county additional revenues to continue improving Naples. The number one threat to this is congestion and crime that comes with pandering to those that want to "share" what the residents pay for - at no cost.
- Key to our community is the level of volunteerism and philanthropy. Continuing and growing this culture is very important.
- The practical loss of a local news media. The paper is warmed-over USA Today and the TV is all about Ft. Myers.
- Reclaim water charge
- Waste management
- None
- none
- Resist Developers
- Property taxes are getting too high. Almost \$5000 on a 1220 sq.ft. condo.
- get FPL to do a better job with the quality and sustainability of the

- electric grid
- This city needs people who love it as it is and want to preserve what it is.
- More varied cultural events, much better bike path access and safety!!
- Same mayor too long and too often
- Churches are wonderful!
- Sad to see the ambience and charm erode
- Naples is a wonderful place to live and work. However, it cannot be turned into some utopia due to existing limitations of various types. Changes which improve some facet of the community are often at the expense of some other aspect of our living condition. For example a wider road can handle more vehicles but intersections become not pedestrian friendly and so wide (with turn lanes included) that the small town feel that we all seem to like is lost.
- Please ensure that City and County officials recognize they represent vs lead the residents. Also, they should not become corrupted by builders and developers, which can easily happen.
- The triangle redevelopment and East Naples should be developed into a beautiful space, especially when you have so many tourists in the Naples Bay Area.
- It is great to brag that Florida does not have a state income tax but it is surely offset by all the fees imposed when building and property taxes!
- Money talks apparently. Naples by too easily bought off.
- \- Not overdeveloping and

- becoming too crowded.
- - Addressing algae, red tide
- - Maintaining fiscal prudence.
- -Consider upgrading some of the school facilities to attract and retain young families
- Protect us!!!! We rely on you to protect the city and all the reasons this area has developed. We should NOT only cater to tourists. Look at Orlando....
- Work with in your budget, that means don't raise your salary your in public service. Don't forget that

REGULATORY

- Reduce noise by changing motorized leave blowers to electric ones. even better would be to ban leave blowers as they only blow leaves and debris from property A to Property B but do not remove anything.
- I live in a Condo building and the Condo association and the Building Inspector will not make the Board provide handicapped accessibility and handicapped accessibility
- Have law enforcement patrol Old Naples streets to send a message "Don't speed here, you will get a ticket"! Slower is safer and lowers noise pollution.
- When a demolition occurs within the City of Naples, they must require the owner to do an asbestos survey to make sure homes are not being wrecked with asbestos in them to protect the local resident's health.
- A city that cares so much about beauty should not allow personal, abusive, and obnoxious yard signs, especially ones that violate existing ordinances.
- Property taxes have increased



Other issues continued:

significantly without a noticeable increase in services. Also will reiterate that I very much against the ban on shorter term rentals.

- Something has to be done about AirB&B and other such short term rentals. We need codes that have some teeth in them such as higher fines, stronger rules with better enforcement. These short term rentals are ruining the neighborhoods. There for the city as a whole.
- Enforce my short term rental code, and for this event monthly rentals be sure to collect basically. basically ENFORCE the codes have. Allow walls to be built ALLOW WALLS T
- Poor fiscal management.
- Noise ordinance for lawn services on Sunday and holidays. Tired of every fourth of July starting with leaf blower orchestra
- I am concerned that the old shopping area on 3rd street is not being cleaned up. It is full of mold and there was a plan to build a hotel.
- Merge all Fire and EMS groups
- As everyone is eager to say, "It isn't peaceful
- in paradise." The noise! The noise! The Noise! Leaf blowers every single day... all day,
- from all directions. It is non-stop. Hideous!
- Naples was a gorgeous town before the invention of leaf blowers. We can forbid them, you know. Please, just do it!
- I know that it is not a city controlled matter, but the modified boat speed rules for Doctors Pass and the back bays is disappointing since nothing was done to reduce the recklessness of boaters

speeding through the Pass endangering people on boards and in kayaks, and other boaters. It's surprising that decisions are based on the manatees (I have nothing against them) instead of the safety of people. Some people will be seriously injured or killed. I believe that the city could be helpful by having the Police boats spend more time in Doctors Pass. I understand that they can stop boaters who are reckless. You might save someone's life!

- Traffic gridlock must be dealt with.
- Just say no to gas-powered leaf blowers on properties under 1 acre!
- Enforcement of DUI seems overkill to moderate drinkers, while not focusing on repeat excessive violators.
- too many noisy leaf blowers and too much traffic on gulfshore blvd south
- Two halted construction projects at 1165 8th St. S. Permit application #166036 and 166037 are terrible. Next hurricane season liability for city due to debris being airborne is astronomical and unsafe!! Please remedy these disasters waiting to happen
- Redirecting 41 traffic further North of 5th Avenue.
- recycle dumpsters for construction projects
- Fix Noise Pollution by planes and landscape companies
- Lack of code enforcement: leaf-blower noise (over 65 decibals)
- noise abatement must be addressed
- we have a issue with people parking on their front lawns near the high school

- Make biking safer and have police monitor drivers who go through stop signs and red lights!
- No VRBO or short term rentals. Transients typically do not contribute to the economy. They drain our resources without adding to our economy. Clean up the red tide. A direct result of our incompetence.
- As noted above development must be controlled. Also on that point is the control and restrictions on Airbnb, and Vrbo. I have witnessed what short term rentals have done to an area like this. It first becomes very transient and loses its sense of community, while changing the moral and ethical content. It becomes all about "money" and the community ultimately suffers.
- If you want to see the result look at the Caribbean. It turns into a resort area not a community.
- Stop allowing yard maintenance guys to park in the street. Restrict leaf blowers...the noise is constant
- Heavy seasonal use of City areas south of Central Ave. and west of Rt. 41. Constant events on 5th Ave. and 3rd Street South make getting around very difficult for residents of this area and adversely affects their quality & enjoyment of their property. Council needs to tighten up event permitting so the residents can actually enjoy their community.
- rentals of family homes to vacationing strangers that have drunken parties and make noise day and night and with no regard for the harassed tax paying residents families that live here.
- There are too many homes that have stalled in the construction process and no progress is being made. Builders who do not



Other issues continued:

complete jobs should not be issued additional permits on other properties until existing permits are making progress.

- There are numerous half built homes in my neighborhood that are effectively abandoned. It is a blight. The City needs to address this. It is a detractor to beauty and value and invites vandalism.

AIRPORT

- Commercial activities and the airport primarily benefit county residents more than city residents. To continue to maintain the uniqueness of the city, residential concerns should have more importance than appears to be the history of the past several decades.
- Airport noise and growth is of concern, architectural planning will preserve the character of the city, applying the same type of planning to the city as was applied to 5th Avenue, avoid the degradation of public spaces (e.g. - boom boxes and unruly crowds at the Pier on nights and weekends). We have a fantastic, community-oriented police force and sheriff's office - let's use them.
- Airplane flight path over the city creates noise and air pollution. Can that be changed?
- Fly the jets over the homes that own them.
- See #70 & 72
- The noise of aircraft over Olde Naples is a huge problem.
- Growth in jet traffic materially reduces the quiet and small town character of Naples, in particular for Old Naples. It is projected to get much worse. It is time to move aggressively to decide how the airport and community can co-exist and that probably will

require some cap on jet operations in the future.

- Not allowing commercial airplanes to fly over the City of Naples. Absolutely love the fact there is virtually little noise in the city from airplanes.

ENVIRONMENTAL

- People visit Naples and choose to live here because it is different. It is different because it is beautiful. That beauty is portrayed in the balance of green space with built space. An investment must be made in it's preservation.
- The city needs to maintain their seawalls on Gulf Shore Blvd North
- You need to be honest with the citizens and tourist about the water issues, stop harming the environment. Not make everything about money.
- Gordon river and Gulf water is disgusting , shame on Florida for not stopping the run off of fertilizer and pesticides into our waterways
- As a beach town, we should have cleaner sand. Vacationers are not going to come if there are dead fish everywhere.
- NCH is a community hospital and needs to act like one. Red tide/ algae needs to be addressed with the State and Fed. Keep the Naples Golf Course as a golf course. Don't privatize Garbage Collection. Quit pampering Dorothy Hirsch.
- Beaches!!!!
- Replacing landscaping damaged by hurricanes and natural causes. Royal Palms on 17th have not been replaced in years.
- The spraying of glyphosate in the Airport Pulling Canal and any Naples Bay watersheds should be ended permanently and aquatic vegetation should be removed mechanically.
- I became a resident of Coquina Sands because it was a tree filled, holistic community. I was saddened as one big old tree after another was cut down by developers of new "mini-mansions", and then Irma devastated a lot of the trees that were left. So many birds and pollinators that had brought beauty and song didn't come back; they had no place to eat or sleep or be protected from predators. THANK YOU for the replacement tree program. As you plant trees, please do more than just replace what Irma took, and please plant a DIVERSITY of trees friendly to birds and pollinators. The birds & pollinators are a big part of the charm of small town living and in return they need our help to continue to exist at all in the face of massive wild habitat decline. Every tree isn't equal to them. Please choose trees and shrubs they and humans together value the most. Thank you!
- If/when red tide I should an issue the beaches Need to be cleaned all day, it scares visitors with the dead fish!
- We need to preserve existing greenspace especially the golf course at the beach hotel.
- Have you tasted the water lately? One of my sons goes to college in Tampa, I can't believe their water tastes better right out of the tap.
- we want to be sure that infrastructure is prepared for climate change. Traffic on 41 is a problem, could it be redirected somehow?
- The red tide issue we experienced last spring and summer is of the utmost importance. It must be

Other issues continued:

addressed as it impacts both residents and tourists. If the beaches and air quality are so poor that you cannot enjoy outdoor activities, people will stop coming here and property values will drop. The City should also look at working with Florida Power and Light to get a plan in place to bury more power lines so that when hurricanes or severe tropical storms hit, we are less vulnerable to power outages.

- make sure our water gets better & stays great.
- Beaches need a lot of work!!! Red tide needs to be addressed.
- Always maintain the highest-possible quality of the beach, including the beachfront properties.
- It is the City's most important asset, and belongs to everyone here.
- Keep dogs off beaches.
- Naples area needs basic services likes removal of septic tanks, access to municipal sewage systems, storm water drainage systems, street lighting, sidewalks, wider streets for parking.
- Please look into the issue mentioned above. The property is on 12th Ave. behind Napoli's Pizza & Bleu Provence. Yes, they have all the permits however it is such a loss. Hopefully they will landscape with appropriate plantings to bring the birds back & replant Mangroves!!
- please keep the beaches public and keep dogs and other animals off them—including so-called "support dogs"!!!
- Storm run off is critical. Clean storm run off and additional capacity is needed. Ethics needs to be addressed.

- Need to take out the runoff conduits at the beach which is contributing to the pollution in the gulf water. Overbuilding especially along 10th St.

- We came from Captiva where there is no problems on the beach. Here, we've had beach chairs stolen, cigarette butts everywhere, loud music, etc. Less public beach access or controlled or restricted areas. Restrict parking so for Old Naples residents with stickers only.

- Encourage both thermal and PV solar energy.
- Discourage water-consuming landscaping.
- Improve water supply quality.
- Need by-neighborhood "digital/social network" infrastructure for climate emergencies. In Irma it was difficult communicating with friends and neighbors to find out essential information related to traffic, damage, food access, water, power. Government notices were not current enough.

- Red tide needs to be studied and remedies need to be developed. Tourism and future home sales (as well as local businesses) are in jeopardy if our waters are polluted, and Dead Sea animals litter the beaches. Maybe the golf courses need to use more environmental friendly chemicals.

- Extremely concerned about warming of the Gulf water, resulting in more frequent and stronger storms, as well as Red Tide

- I love Naples and hope the governing board maintains green space and public access to enjoy

- The City of Naples would be well served to maintain its exclusive and natural habitats and not to

undermine the integrity of what draws tax paying residents.

- The Commissioners need to listen to the public. Make themselves available. They are here to serve us.
- The administration needs to do more to protect the environment. Otherwise, Naples will not be beautiful for the next generation.
- My drinking water is yellow. I do not drink it and rely on bottle water. I would like to see The City of Naples improve drinking water processing.



Are there any other **goals** you feel are important to the City of Naples?

GROWTH & DEVELOPMENT

- Preserve the quaint, authentic shopping districts. It serves the residents and provides a destination for visitors.
- As a native, I feel that preservation of some of our landmarks is key to keeping what is left of the charm Naples once had. Also feel that we should welcome diversity instead of trying to police out all but the super elite.
- Please work to preserve Naples as a small town for residents to live in and enjoy! Limit development and over development. Sometimes I can't even drive home, past old Naples, without heavy traffic congestion, due to special events. And the events are so overcrowded they aren't fun for residents any more.
- Alas - i am afraid it is too late !!! The small town is over crowded by over building. Also one entity should not be allowed to have a monopoly on building ownership and the whitewashing of downtown Naples. STOP !!!
- I feel that we are overbuilding in the city but with what is in place it may be too late. Perhaps if we have an economic downturn it will give us a chance to reassess.
- Quality not quantity. We don't need more cheap condos and tens of thousands more visiting here "in season". Let's concentrate on keeping the charm and keeping it high end. We have enough "big box" communities in Florida. Let's not turn Naples into a Miami/ Orlando cross mix.
- serious restrictions on new development
- If residents want businesses to stay in Old Naples and 5th Ave S area they need to recognize the

need for parking for locals and tourists.

- Avoid High rise building density
- Limit the construction of new housing and stop over-building
- Stop building two homes on what use to be single lots in Old Naples, Clean up the Filthy construction sites of Port Royal and West of 41
- Let the market forces guide development and adjust the codes accordingly. The intent is more important than the letter of the code. A slight variance here or there is allowable in the code & is OK.
- Keep the small town charm with architectural control with design and
- color. We must keep the charm and keep the modern Miami feel out of Naples.
- Stop giving permits to go higher with buildings, especially west of 41.
- Keep Naples feeling like a small town - we are turning into Miami and I know that because we used to live in Miami 30 years ago.
- Think future: Who are we trying to be? Why do we have to do things in such a hurry without major vision re: impacts and effects on existing elements of the City that could be nourished, improved and maintained rather than erased and replaced with tenfold density. Why do we not see this future? It is not just statistical, there are human behaviors and emotions related to unchecked, and ill planned or overly intense occupation and population density. Stress, impatience, avoidance, disengagement & a sense of futility. This sense of futility leads to apathy. Is it too late to maintain our town because we are

continuing to squeeze too much (especially events bringing daily congestion to our town) in too little space. We need places to have these events if they must occur, but quite honestly, if the town had interesting shops, practical services & amenities, unique restaurants, cultural activities and our beautiful beach, then these "events" could be occasional rather than every week in multiple overlap. Cutting back on the events and their relentless schedule could change everything and help restore some sense of neighborhood and investment and preservation of a very desirable & high quality of life. This would work for the residents as well as our visitors!

- Primacy of residents; Make development deviations the rare exception; strong ethics code
- Don't become too sophisticated. Love the small town aura, don't want a glitzy Palm Beach.
- Population density as with the development of areas such as Naples Square...this type of development must stop.
- The city on the whole needs to think younger. Really we are more than retirees. We are families that live here, work here; families that have grandkids visit and say there is nothing for young people. We need something like JW Marriott has - restaurant with fun activities for all. It's not all about early dining. Any chance more restaurants will serve beyond 10? Our tourist from the east coast get very confused that dinner stops so early.
- We don't want to become a big city. Our current infrastructure cannot handle the high volume of people that continues to vacation here for a few months and think they own the place. Being quaint,



Goals continued:

low-key Naples is what brought us here so many years ago.

- I would like the City of Naples to maintain lower density in regards to the ongoing construction. Keep the height restrictions in place.. below 5 floors. I would also like to have the confidence that the city council show less bias towards the community people and not go along with the developers so readily.
- I think the city has done a pretty good job of managing growth, but at the current rate of growth, I am very concerned demand may outstrip infrastructure capability, ie., water, sewer, traffic, etc.
- Making decisions based on what makes sense for our community. Reevaluate what we've done historically. Andre Duany (sp?) said have high requirements - fabulous idea! But we've taken it to the extreme. He even admitted last year that he would have liked hem higher but people wouldn't adapt. The goal was to create a standard and everyone has clung on to the idea that 37ft or 40ft is the ONLY way we can have a high requirement safely. Andre even mentioned a year or two ago that if people want to build roof top gardens (exceeding the limits) that it would be a great defilement addition to the community with no adverse affect on the overall look - arguably better than what we currently have. I feel there are a lot of people from here that are upset about the change but it has increased property values, increased business and tourism and overall helped build this beautiful community. They don't get to call all the shots and make the most noise in town. Other people want great business, restaurants and nice visitors coming to spend! Lastly, seriously

why don't we better utilize the beach and have restaurants!

- Do not Overbuild!
- Keep the small town feel
- I feel the city has forgotten the people that actually live here year around. The dollar signs seem to be all that is considered.
- We need to slow down on development.
- Height restrictions, density restrictions
- The Naples Beach Club proposed project should be quickly approved.
- Stop the over building. Yes it increases the tax rolls, but it also increases the cost of governing!!! Stop the urban sprawl!
- Prevent "over population" and run away growth
- Just as I have mentioned previously. As a full time resident I can't wait each year for snowbirds and tourists to leave. This makes me want to seek a much less populated place to live out the balance of my life.
- The proximity of homes andcondominiums
- The density in the City Limits with all of the high rise condos being built, traffic due to all of the high rise condos in a small area.
- Better zoning and less density
- Focus on making the city more livable for existing residents, discourage further expansion
- The development of Naples Square is great tax income for the city, but were losing our small town to the Urban feel of Miami, if that keeps up we'll lose the attractiveness of the small town feel.

- losing small town feel everyone come for...
- Just reiterating the need to prevent the development of high-rise buildings in and around Old Naples.
- Slow down the growth!
- We are overbuilding both in the number of residents and businesses and in the use of lot size. Please do not overcrowd this beautiful City!
- Keep it Naples, do not lose the charm and character by overbuilding.
- The city needs to not make exceptions to high buildings are to be -- I am thinking of new hotel being built where Naples Beach Hotel is.
- do not routinely grant variances, better control growth, traffic is a nightmare, make Naples the leader of environmental vigilance AND do not waste taxpayers money over stupid fights over ethics
- Mitigate the negative effects of growth and set strict controls on future growth. Naples is beyond its saturation point now. Be aggressive with this.
- Keep growth East down , its overwhelming this town, Improve what we already have. ie work force housing . Always can improve by providing more activities for families. keeping things more affordable.
- Annexation to increase the City's power base and to make the city boundaries more square. Also add more of Tamiami Trail properties so store front along there are better looking.
- Stop overbuilding and concentrate more on infrastructure and traffic control.



Goals continued:

- creative design of buildings and development projects
- We need to not allow a population growth that can't be supported with infrastructure.
- Making this a place where someone in their 30s would want to do life.
- Rationalize the city's eastern borders with targeted annexation. See answer to No. 73.
- Stop building modern architecture.
- I just think the City Council and Planning and Development have to be very careful in what they allow to be built in the City. I have not heard one positive comment about Town Square and there was such a beautiful plan by Paul Arsenault and an architect that would have been beautiful there.
- stop the overdevelopment and start taxing (charging fees for beach access, etc) the seasonal visitors who make it impossible for us to live here. at a minimum we should not be subsidizing them in any way.
- Keep the human scale of buildings - limit height of new developments. No high rise buildings.
- We need to insure that the "carrying capacity" of the city is not exceeded. Years ago, the impact of proposed developments/actions on the infrastructure /resources of the city were evaluated up front as part of the decision making process--this is no longer the case.
- Do not expand City limits. We need to keep high risers out of here. What is happening at the Beach Club? Keep height limits.
- I came to Naples to escape the big city, would like all new development to follow a blue print of what Naples is known for. Bigger is not always better.
- Work with County to properly manage growth!
- Stopping overdevelopment; decreasing density; providing more green spaces; maintaining historical structures in downtown Naples and its surrounding neighborhoods.
- Limit growth, we do not want another Ft. Myers. If we did, we would have located there. Development along Gulf Shore Blvd. just beyond the Naples Beach Hotel just as the Naples City limit ends shows what will happen if developers are not constrained.
- I hope that Naples doesn't outgrow it's water and sewer capabilities, keep the charm of Old Naples and not allow tall condos, apartments, or hotels along the beach area. Keep beach area clean, keep airport noise at level it is now and not more or bigger planes.
- Building heights.
- Overdevelopment is becoming an issue. It seems there are too many variances granted not in keeping with the nature of what Naples was always known for--a quiet, pleasant place to restore ones soul
- building codes
- Slow down on overdevelopment. Naples Square has become an unsightly housing project and building permits have been given to expansive adjacent properties. Green fences everywhere.
- The Athens Group are the ideal buyers for the Beach Club; I feel there is too much density in their plans
- Stop the overbuilding of the city of Naples
- Try keeping the small town atmosphere. No big high rises along beach, like the Naples Golf and Beach Club are proposing. And affordable beach access for all citizens of Naples.
- Expansion of infrastructure (esp., in regards to utilities)
- Control population density
- Naples is losing its charm with all the new multi family buildings going up everywhere, which also worsens our current traffic problems. There needs to be a stoppage of these kinds of Bldg's that are turning this city into what exists all along the Florida coast, which is overcrowded cities with massive traffic congestion.
- I fear that those problems have not only arrived here in Naples, but will continue to worsen as time goes on!!!
- Stop the rampant development. Population growth should not be one of our goals.
- Maintaining a peaceful community with restricting growth and development as well as restricting airplane traffic.
- Naples needs to ensure against overdevelopment, as our roads and highways are already stressed
- resist developers request for rezoning high density projects.
- Stop allowing multi developments...the parking problems and high density will make beautiful
- Naples just like Miami and Ft. Lauderdale...there is a huge amount of real estate for sale: read the Sunday paper! We do not need more developments. Stop



Goals continued:

the building before NAPLES becomes a place to leave

- Stop letting money talk!!!! Don't grant exceptions to developers just because they have more cash than the rest of us.
- avoiding overdevelopment. Being tougher on building permits and land usage. We only have so much water and only so many roads. New roads or improved roads need to be built BEFORE further development is improved. Thanks.
- Growth for growth sake is not important. Maintaining a civilized pleasant/happy place to be is.
- don't let new construction get ahead of maintaining the current infrastructure.
- Stop building
- Restricting high density construction, and enforcing the present zoning and land development codes
- -Making sure stormwater issues are being addressed, drinking water is safe
- - Remembering that many taxpaying residents will move if the city becomes too congested with traffic and tourists.
- I am a native, city is becoming too dense. Too many large developments coming in, driving and small town charm area at risk
- drastically encourage reducing growth to restore its former charm
- limit building permits
- Limit the population density!
- NO overdevelopment.
- remove obstacles that allow partially completed buildings to remain eyesores for many months
- Keep small charm and wealth of the area.

- No Tall Buildings.
- prevent more overbuilding
- The vision of small beach town seems to be lost. What is the goal? Maintain Naples charm or build a large city? Plenty of examples in all of FL in this happening. I am native Floridian and most of the state is ruined. Will you let Naples fall into that category?
- Curb overdevelopment. Bury electric lines. Improve water quality. Protect the natural environment from the building of parking garage structures.

TRANSPORTATION

- A lot of my friends have expressed concern about their safety on I-75, but just the whole traffic issue in season.
- Consider making 5th Ave S a walking mall for 4-7 blocks
- Traffic flow and parking. Getting in & out of downtown areas particularly.
- Mitigating the traffic problems, perhaps, through some type of public transport.
- Safer biking and walking
- Keep streets etc clear of new millennial trends with scooter companies etc. Creating major issues in towns that allow them: Ft Lauderdale etc
- Continue to address traffic congestion/enforcement
- Abundant Safe walking and biking paths. This would mean paths that lead you from point A to B, such as my home to the Beach, my home to Restaurants, my home to a retail shop. We would walk or bike everywhere in Naples if we safely could. It would drastically cut down on traffic.
- More sidewalks.

- Build the third garage on 5th. There is a need to keep the redevelopment of 5th Ave moving forward to keep the city fun and growing. The groups who want to stop and reverse things will be the death of the city.
- I think if the vision is to have safe walking & biking in Olde Naples and make it a strong characteristic plans should be quickly updated and implementation start soon thereafter.
- Figure out more ways to divert traffic from bottleneck of automobiles at 5th Ave South and 9th Street South.
- Resolve pedestrian problem with intersection
- of 9th street and US 41
- Sidewalks
- 
- Appeal to the federal government to change some of the traffic patterns on Rt 41 near downtown. When traveling northbound, two lanes should be able to turn right onto Goodlette - Frank Rd. It would also be helpful to have 2 northbound lanes turn left onto 10th Street to avoid the traffic jams. It might also be helpful to build a by-pass around the 9th St and 5th Ave intersection.
- Improve traffic flows by eliminating circles on Central Ave. which are not working. Also eliminate installation of new traffic circles.
- Improve traffic flow by not having an entire street designated bicycle path (Third Street S for example)
- Improve traffic flow downtown by eliminating all left turns at Fifth Ave. S and Eighth Street
- Please continue making Naples a bike-friendly, pedestrian-friendly, walkable community.



## Goals continued:

- Safety while enjoying biking, if that is even possible in this town. Big oversight!
- We live in a very wealthy city. Unlike, the east coast people do not hide behind walls. Let's keep this open and inclusive feel by implanting sidewalks and bike paths in a sensible way.
- Continued development, but with plans and strategies to eliminate cars and car traffic within the city. Bus system in Naples is currently absent. More bikes, electric golf carts, electric vehicles.....no cars needed! Cars create need for concrete, noise, felt gasoline, road hazards, law breaking, etc.....get rid of cars! Especially in Old Naples.
- Traffic control officers at some intersections for events instead of lights.
- Regional coordination on transportation issues - Naples is beautiful, but the roads to get here are congested and ugly.
- traffic management on major thoroughfares
- Safer biking. Larger bike lanes on Gordon Drive and Gulf Shore Boulevard. Acceptable biking on sidewalks.
- Traffic and congestion management. If you can't get to where you want to go without being stuck in traffic jams, it begins to not be enjoyable to live here. Stop adding more living units, or this nice, already too crowded, town will fail.
- Area downtown where 41 turns toward Davis Blvd needs to have its traffic problem addressed; especially when heading west and trying to turn left just before the 5th Ave intersection.
- All two-way stop signs should be

additionally adorned with signage that says "Thru Traffic Does not Stop" Or similar. Visitors continually run stop signs as they race at sunset to the beach. Falsely assuming that all stops are four way. It is simple and the amount of accidents caused by this simple signage could help considerably with the large amounts of accidents on Second St S and upper Gordon Dr.

- Traffic congestion especially around Fifth Ave
- Working with the County to not build a parking garage at Clam Pass.

## AFFORDABILITY

- Affordability of housing for local workers. It must be very difficult to support a family as a
- minimum wage worker in this area.
- Affordable housing for working class
- Low cost housing, stop going above code for height of buildings, we're pricing real people out of Naples, water and beaches are imperative along with redtides and algae
- Affordable housing up to Naples standard and lower rents for businesses
- Provide workforce housing
- Affordability
- Need affordable housing for working professionals

## DOWNTOWN AND BUSINESS ISSUES

- Bring more locally owned businesses (retail, affordable dining and entertainment) to downtown to give locals reasons

to come downtown during off season.

- Need a better variety of restaurants. Too much Italian and too many stores that bring no customer base
- Stop redevelopment of 5th Avenue before it loses its charm..
- Too much development leading to density equals too much traffic. Not enough parking on 5th. RWhy have car show and art show at same Time! Naples is loosing its charm!
- All the burnt out street lights all over the city should be immediately replaced for safety reasons especially when you have so many elderly. No excuse!!!
- Change of events in Old Naples. Stick to building codes and no change
- Preserve the charm of our town. Restaurants with outdoor space are in the highest demand most of the year, yet it seems that we are losing many with new and renovated buildings coming right up to the sidewalks. Outdoor dining is one of the most charming things in Naples. We should be very careful with this.
- A safe clean and charming downtown in Naples is what brings people here and demands a premium on housing. Preserving those features and the environment is essential to our success.
- businesses along 41 between 5th and running north to Central and even past are eyesores. There should be an effort to enhance visual appeal and new codes/laws be put into effect for new buildings.
- Yes, safety is a big issue and not



Goals continued:

turning into Miami. The downtown restaurants should not be able to post the big billboards on the sidewalk and have people trying to suck in customers. This is very tacky and so.... Miami! The beach and pier need more police patrol.

- Small town charm. Example, the 5th Ave car show draws so many people, it's so crowded with non-residents that Old Naples residents do not attend.

GENERAL COMMENTS

- not really, pretty much addressed all of them.
- Stronger ethics law. End city council resistance.
- Not at this time. Thank you
- Increase diversity of residents and start by increasing diversity of city leaders, committee members etc.
- Keep blue state liberals from bringing their failed policies from ruining this great state
- Driving the Vision into reality to keep the Character & culture in place.
- Bigger is not always better!
- Ethics in local government
- Stop the city council members from meddling with the governance of a hospital system that is nationally recognized, merely to satisfy their major campaign donors.
- The City should spend some time defining two things -- what it offers that no other city offers, and what it can offer better than other cities. This would be a good way to build community support around the 2007 vision (simple so people understand what you are working towards) and it enables a solid strategy for marketing the city to outsiders.

- It is almost impossible to type in the survey space. Un-pave the alleys. Shell them To allow for drainage. Don't let people build fences on the beach. Ms Passadomo's new law is not friendly. When you remove the drain pipes put in weirs to help the sand stay put (like the drain pipe does). Put back the crime map.
- Enforce the codes. Hire a person to collect taxes on short term rentals. I bet they collect more than enough money to pay for themselves. Or ask the high school IT department to develop a system for your use in this.
- Maintain all of Naples but give particular attention to high end areas so you maintain the tax base. Maintain Bays including Venetian Bay area-wall(s).
- No, I like these goals. They may prove to present a greater challenge going forward, but I do think the City of Naples is up to it.
- Low Crime!
- Overall we have a great city and good local government services, but the city council and Mayor need to stop pandering to special interests like Old Naples and Real Estate Developers (who are usually opposed to each other!).T
- zero lot line has created large homes and reduced open land and eroded our small town atmosphere
- I don't agree with the words "quiet, peaceful, small town." I would replace with, "vibrant, walkable, diverse." And certainly, remove any idea that we only exist to serve the wealthy.
- 
- Stop the 7% sales tax
- I think Naples is generally well run

- Quality of life is critical to Naples continued prosperity
- city council does not care what populace says.
- Goal should always be to serve residents and property owners first.
- I think the 2007 vision goals are valid and timely. The issue is action and enforcement of the measures taken to support those goals.
- Medical facilities are very important! We need proton radiology available for our men
- diagnosed with prostate "challenges." NCH could restore some of its damaged reputation by purchasing Proton radiology equipment and staffing it with urologists from John Hopkins or Mayo. As it is, Naples men diagnosed with prostate health problems, flee Naples like rats off a ship.
- You do an excellent job in expanding the roads and the technology used as the volume of traffic grows. Please continue this fine work.
- Affordable housing for service employees; and traffic control at intersections, fly overs, etc. current streets/intersections reach the limits of handling traffic 10-15 yrs ago.
- advancing of educational goals
- Diversity equals equality. Let's learn the lesson.
- Bicycling, transportation, and environmental issues must be addressed. Better standards for urban development and improved density.
- Maintaining the present feel to downtown Naples so that continues to attract people who



Goals continued:

want to be there.

- Progress means different things to residents, developers, business owners. It is a challenge to create policies that will satisfy all constituencies. But I would emphasize the needs of taxpaying residents first!
- Zoning review to update and make changes.... changes that the residents want not the developers who don't have our best interests.
- Strict enforcement of the zoning regulations we have.
- Address Red Tide issues.
- Adapt Green Space zoning requirements for new development
- Plant more shade trees on Fifth Ave.
- Definitely need an Ethics Oversight Committee.
- Generally, the 2007 Vision goals are still relevant today. They just need to be more stringently adhered to by the City leaders.
- I think the Vision Goals are well covered. I don't think the Council needs to have a weather objective, unless they have a supreme connection of which I am unaware..
- It is important to keep the Historic Area preserved and to continue the charm of the small town atmosphere.
- Historic preservation, historic district.
- Think you are on target
- Just keep working on the goals we have decided on.
- HONESTY
- Naples is a beautiful destination for visitors (and owners) and you have done a good job to maintain

its character. Do not allow the appeal for increased tax revenues detract from the need to maintain a unique residential lifestyle.

- No, I think the goals were spot on. If we don't maintain our small town quality people will move on and find it some where else.
- Keep Naples a fun and exciting place to live. Give Naples the name it was incorporated under, "Naples on the Gulf". This would separate the City from the County more clearly.
- Additional community seminars / luncheons / groups, etc. without the need to "write a check", "support something" and / or "belong to an organization".
- The City needs to elaborate on what it means by maintaining and preserving greenspaces and beaches.
- Educating the residents in understanding that different areas of the city have diverse issues and concerns and we all have to work together and collaborate for the well being of the entire city.
- Enforcement of the vision and comp plan
- No. All the important issues are mentioned.
- Providing excellent medical facilities
- Affordable housing for the workforce is an important issue for Collier County (not necessarily right in the city). Water quality (algae, etc) solutions will be critical. Deal with the traffic please! Also aid pedestrian access but completing the sideswalks along 3rd right into downtown. WHY DID YOU SKIP TWO KEY BLOCKS???
- Ethics of elected officials

• Primacy of residents. We care about quality of life. Please do the same.

- Diversity warrants more focus.
- Coordinate with Collier County
- Stop advertising for more tourists. Work on traffic timing on Goodlette. Allow residents the beachfront parking (disallow pay parking at beach ends as it used to be) so that full-time residents don't get run out by tourists.
- Think about relocating some events somewhere other than 3rd or 5th. Connect existing parks with "parkway paths" to create an interconnected and pedestrian friendly network throughout the city.
- TRY AND SAVE OUR "SMALL TOWN" VALUES, ETHICS, AND LIFESTYLE...WE ARE LOSING THE NAPLES WE LOVE!!!!
- a goal to maintain a quality of life for the residents.
- I don't think much of what has happened in the city makes this a town for everyone. Those who are rich and believe they are elite have forced the regular folks out and people are having to drive for hours to get to work. If there's a green area, it gets filled with concrete. For many of us this is our home, not a way to make money.
- No, but much of this survey had questions that were not possible to answer given the choices.
- Good governance with ethical behaviors
- Residents must continue to have a strong voice in our city governance. Thank you for allowing us to participate in these matters and for more importantly for listening.



**Goals continued:**

- Not issuing so many variances
- Merely preserving our small town charm.
- Yes but this seems like an exercise in futility.
- My previous comments capture this
- Minimize government
- Figure out how to live up to the City's motto: "Ethics above all else"
- Special consideration should be made for elderly, long term residents. Taxing the elderly who are on fixed incomes at rates that would adversely affect their economic future for questionable "services" should be avoided.
- Keep Naples preserved
- I think, the city officials are aware of all concerns
- Treatment for psychiatric problems
- BUILDING CODE, WATER QUALITY
- Stable property value growth avoiding spikes and valleys brought on by sustainable and predictable foundation.
- Does MONEY always have the rule?
- Reduce cost, equal treatment of all communities- Example Baker Park and Charlie Anthony Park a tragedy!
- clean and pristine beaches - fighting crime and keeping it safe - good job.
- None
- Trying to keep Home Owners Insurance affordable & property taxes affordable
- no
- Better Medical Care. Better

- Ecological Regulations so we don't have year round Red Tide.
- I feel like the format of this survey is flawed, whoever wrote these question and this format is not qualified. A normal person will find this too complex and confusing. h
  - Keep the City as nice as it can be and care about residents
  - Not really. Top responsibility is to provide the services normally expected in any well run city.
  - Balance locals and tourism
  - See all previous comments.
  - Keep up the good work by the Govt's
  - Keeping government efficient from a taxpayer perspective.
  - I attended one of the Planning meetings, I would not have reviewed the 2007 Survey results first because I think it limited people thinking outside the box. I would start with the present and looking to the future with goals and then compare with 2007 to see what we felt had been accomplished.
  - Let's be an example to the rest of the world. Quality of life with solid community ethics, governance and human decency can exist. Make rules and enforce those rules. Let's begin with cleaning up the Gulf and sustaining the quality of life that we have all worked for.
  - Pleased that Naples is conducting a survey, very pro-active.
  - Be sure to have non-smoking and no animals on the beaches. Provide affordable housing.
  - Stop the greed, restore the charm
  - We have enough goals!
  - Try for more assimilation of American values.

- NCH !!!
- Get it fixed with new people
- Flexibility – Recognize that a downturn will inevitably occur. Do not lock in fixed costs or obligations that would increase the real estate taxes, which are already obscene.
- No additional goals are necessary. Emphasis needs to be on prioritizing existing goals with emphasis on small town feel and residents who pay majority of taxes
- I believe that the role of government should be to make the lives of the residents easier and better. Where that is infringed on it should be changed.
- The City is failing to achieve solid results in the 2007 Vision goals of maintaining the small town character and transportation/ traffic concerns. The impact of the County growth and favoring many City Businesses over residents has caused the City to miss these goals. The City needs more effort to impact County decisions that will continue to negatively impact City residents.
- Better management
- Remember that first and foremost there is a responsibility to and for our existing residents; to protect and manage the quality of life

**REGULATORY**

- Emphasize the safety of the area and keep short term rentals down so a lot of folks will not be coming in and out constantly. The type of folks who buy the high dollar property in Naples want to feel safe and secure when going about the city.
- Traffic congestion



Goals continued:

- Code enforcement and the police HAVE to enforce the sign, walking, biking ordinances to keep our city beautiful and safe.
- Control noise of landscapers
- Addressing traffic on 41. It would be nice to see more east to west roads to allow traffic to flow off of 41.
- Noise control and overcrowding
- Lowering crime
- Noisy and polluting blowers are still an aggravation and health hazard.
- Help churches solve parking problems on Sunday mornings.
- Low crime rate
- I contacted the city government as a member of our condo board after hurricane Wilma. I complained of the flooding in the alley between Park Terrace and Central Garden. Since Gulfview Middle School was elevated, water flows through 1st Avenue South into the alley. I was told that we were added to the list of problem areas. That was 2005! Nothing has been done. If you aren't part of the "wealthy, high caliber people", your concerns are not addressed in this community.
- Tamiami Trail intersection congestion!
- Control traffic/keep the old world charm of Naples
- Noise Pollution - Old Naples is losing its old world feel because of constant lawn service noise.
- More outdoor facilities, better bike environment
- Work with the city staff, police, and the state to develop laws and enforcement to make the city quieter and more peaceful!

- Do not pander to those who care less about the quality of life of your residents.
- Safety first. Beauty second.
- Keeping crime out Traffic enforcement
- Proper planning for Hurricanes
- put sewers in local neighborhoods that don't have them. A must
- work to attract a younger active community through events, bike paths, etc

AIRPORT

- Mainly Naples Airport needs expanded services. Thick rows of Tree barriers and covered fencing around perimeter will bring noise way down and have 10 flights daily from 10am-4pm.
- Commercial activities and the airport primarily benefit county residents more than city residents. To continue to maintain the uniqueness of the city, residential concerns should have more importance than appears to be the history of the past several decades.
- Airport noise
- Traffic especially east west traffic Traffic to and from RSW
- Noise management and density of aircraft traffic

ENVIRONMENTAL

- Beach cleaning after dead fish being washed in after red tide deaths
- Naples should initiate a plan for renewable energy goals - solar power on roofs etc - and needs a plan for rising ocean levels with a goal to provide an implementable mitigation plan. It should also have a goal of reducing individual car transportation by increasing

trolley's, golf cart use, biking and other public transportation alternatives. Finally, Naples should have a goal to increase shade tree coverage for walkers and bikers - this is key to getting more participation.

- Water quality, Save the Gulf
- Fix Red Tide and Green algae issues
- We must clean up and protect the water and the air. Without that, Naples is nothing
- Beach Cleanliness. Current laws regarding litter being thrown out of cars, not enforced. Even with the decline in "smokers", the amount of smoking materials thrown from cars on a daily basis is disgusting. You can see it in the landscaping, and when you dig your feet in the sand, and find cigarettes! Wow. What can I say. I live less than 1000 feet from the water, and lived here for 24 years. In the past 5 years, I think I've only visited the Beach, once; I used to visit the Beach at least twice a day.
- environment
- Address Cane Toad infestation. Address red tide. Preserve nature.
- Sea Level Rise and beach protection deserves a very high place in the list of goals.
- Triple the budget of the Natural Resource Division. Increase scientific measurements of Naples Bay Health. Increase the number of environmental restoration projects and encourage more mangrove plantings along the canals and shoreline of the bay.
- See #73. Plant many trees and shrubs wherever you can plant them, and choose ones that are bird- & pollinator-friendly. You can even incentivize owners of "crappy"



Goals continued:

commercial properties to landscape with a list of these trees & bushes, which is relatively cheap for them to do, but will immediately improve the appearance of the property even if they do nothing to the building.

- Storm Preparedness
- Water quality of the bay and gulf
- Water cleanliness, less of chemicals like the pesticide insecticide which pollute the water and brings the red tide and other chemical problems.
- Coordinate with state and national entities to combat the Red Tide problems
- Protecting Naples Wild Life.
- As above
- No--they were well-covered with the exception noted above. A focus on minimizing storm impact through buried power lines and other steps that can minimize the impact of storms may also help reduce insurance costs. Being without power drives up expense from mold impact and other issues.
- Destruction of environment and subsequent red tide will hasten the demise of Naples
- Maintaining a up to DATE PLAN ON RISING SEA LEVEL PROTECTIONS FOR THE CITY!
- Naples needs to set up reserves to deal with the effects of rising sea levels due to climate change
- Addressing the red tide where possible.
- Development of a resiliency plan in light of sea level rise
- Beaches and Red Tide.
- RED TIDE! Traffic Congestion including reprogram the excessive

length of time street lights along Tamiami N. stay red!

- see preceding comment.
- Red tide alleviation.
- Public transport improvement.
- Include Moorings Bay in water quality efforts
- red tide
- Clean water and beaches. Tat is the heart and soul of the area!
- water and environment are number one issues. Without them we have nothing. People have been coming to Naples because of the laid back little town that it was. let's maintain that.
- It would seem to me that climate change mitigation, adaptation and resilience are the primary issues facing Naples.
- Keep the golf course
- Build the looong promised park for the residents of 10th Street neighborhood
- Solving the red tide and bluegreen algae problem
- Cleaning up the gulf water and getting rid of red tide
- Water quality
- A goal should be to preserve our City and natural resources, not stress it's infrastructure. Abandon the "build it and they will come" attitude driven by fear, thinking we have to "fix" the market for developers to stay vibrant. They need to play by the rules and we have a right to be the City we want to be. We are out of balance and the residents voices, petitions, and opinions have largely been ignored.
- Working with county & state to address the toxic red tide & algae issues that will be devastating to

Naples & most of Florida.

- Water management, quality and preservation through conservation and greater efforts to preserve natural areas.
- Continue installing non-potable water for irrigation wherever feasible. Instruct city staff to listen to and act upon issues raised by concerned citizens. I've been fortunate in this regard--and yet, there is that palm stump still from September 2017. Also--I was among others who begged the city to leave alone the beach Australian Pines, which I'd observed for years. They waited until summer and wiped them all out. Then they planted sea oats which didn't fare well as a barrier in recent surges. The city some years ago "renourished" the beach by digging up the sea bed offshore. They demolished the beds of the "fighting conchs" which died by the thousands.
- Goals related to potable water and to Red Tide.
- Environmental protection. Poor environment can destroy a community. Red tide.
- Red Tide is a big concern
- My vision is one of protecting our planet. If blue green algae and red tide are part of the future OUR future is in jeopardy. Toxic beaches will destroy all our hopes and dreams for a healthful existence in our community.
- To preserve and maintain balance and protection of our natural resources and our residential community. Once it is lost we will not be able to regain it.
- Coconut palms being planted along the sidewalks are a terrible mistake. High maintenance and potentially lethal. they should be removed now. Beautiful



Goals continued:

landscaping is a high priority, but we need a horticulturalist who knows the right tree for the right location. The coconut palms need to have coconuts removed twice a year and as these trees get tall it is a major expense. May and October trimming...The fronds and the coconuts are both potentially lethal if they fall on a pedestrian or vehicle. In a hurricane there will be great damage done by these trees.

- Expand the recycled irrigation water program to all of Old Naples.
- Stop the use of harmful fertilizers and other chemicals that end up in our swimming and drinking water.
- Any new parking lots or driveways should be porous in order to alleviate runoff and flooding.
- maintaining and replenishing trees
- Work immediately to address the Red Tide and green algae issues! Detrimental to quality of life, property values, health, tourism, fishing, boating, businesses, etc!
- After the City had all the canals dredged in East Bay area, they never finished the project..... Numerous Rocks are still in our canals and have damaged alot of boats. We need to finish what we started.....
- Water quality for Naples Bay.
- Environmental preservation and stewardship. Diversity is sorely lacking in Naples. Mainly because it is becoming cost prohibitive for families and younger people to live here. Diversity makes a city more enjoyable for its residents.
- Stemming explosive Red Tide
- Be a leader in renewable energy.

- Preserve neighborhood scale.
- Develop building and landscape standards that reduce waste, chemical use, run-off, energy use.
- Please see our comments on the quality of the water. We need to make South Florida blue again.
- Protection from erosion and restoration of our beaches. Work to eliminate red tide, or any other threat to our beaches and water.
- Naples should help lead the battle against sea level rise, which is an existential threat to our future. We were fortunate that Irma didn't destroy our city.
- Clean water and improved infrastructure is essential.
- Red tide and overall water quality issues
- Restoration of the Gulf water
- Stop the pollution of Naples surrounding waters and stop the pollution of our residential communities by stopping short term commercial rentals to strangers that have no respect for the sanctity of our communities.
- keeping our beaches and waterways clean and
- Open space and vistas especially of the Western approach on all beach access roads presently and from time immemorial unobstructed. This is specific to the proposed parking garage at Clam Pass Park, which is a wildlife sanctuary that will forever be destroyed by a parking garage that will be the only obstruction on any beach access road. This has to be a violation of the original plan for the City of Naples.
- PROTECT the natural BEAUTY of Naples: Flora and Fauna.
- Keeping more green space, even

around our homes makes people happier and calmer. Go back to 7 foot lot lines.

### What is your vision for the future of the City of Naples:

#### GROWTH & DEVELOPMENT

- KEEP IT QUIANT NAPLES!!
- Keep our city with a small town feel- with quiet neighborhoods! Please work on traffic control- sometimes it takes so long to get anywhere this time of year- we are not all on vacation! Keep the zoning and density codes so traffic doesn't get worse and we all lose. The density in some areas is already too high. Many small quaint homes have been traded for 5 or more units on the same lot. Keep density down.
- Please do not get off track and over regulate/over govern this City. Naples needs to evolve into a City that is open to all people, provides services and needs for people from all walks of life. Improving access to cultural events and traffic congestion to making this a healthy city is a top priority in my view.
- I would love to see the City of Naples not succumb to the myriad of changes that newcomers seem to want. I have never understood why people love our city, find it charming for it's character, architecture, landscaping etc then come and immediately try to change it to their vision. Native plants and trees are replaced with what they think a tropical paradise should look like. We must stand up to this and protect what is left with regards to greenspace, trees, older buildings, our quiet peaceful neighborhoods. We must resist high rise building, increased density, loss of local businesses.
- Thoughtful growth - we are NOT Miami and NOT West Palm and NOT St Petersburg and we want to keep it that way. I never liked Florida until I found Naples - let's keep the specialness.
- If annexation is good for the bottom line for business in Naples, then sounds good.
- Revitalize older underutilized buildings before building new. Limit heights and density of dwellings. Future safety of water quality.
- We need to preserve what little is left of the historic areas.
- My vision for Naples would be to keep it downsized. Perhaps another commerce area could be further North to take some pressure off of Old Naples. Improve on what we have without adding to it.
- Demanding highest quality in everything we do will ultimately be the best protection for protecting the future of Naples as a great town.
- It needs to remain a SMALL TOWN. We do NOT NEED ANOTHER HOTEL. We do not need new buildings
- Keep it small and contained, I chose to not live in Miami
- Safety, cleanliness, nice place for pedestrians and bicyclists. Micro apartments for hard working taxpayers would be nice. It would help keep a stable workforce on Fifth Avenue and reduce traffic if they were able to walk to work.
- Naples is unique for a reason. If the City continues to promote and allow overdevelopment, we will be no different in the longterm.
- Create an arts district and attract young, modern, contemporary artist.
- I see the city turning into another "Miami" or "Orlando"; regardless of these surveys. You can see it in the "BOOM" of recent buildings. Case in point, on 41 between Orchid and Anchor road. There used to be small "mom and pop" businesses. Low key single height buildings. All with the charm of a small town. Now in the same strip malls you find large buildings with double or more the amount of businesses in the same space, stacked on top of each other, with ugly large signs outside each one (both floors). Essentially killing off the charm of the town that made us move here.
- STOP DEVELOPMENT!
- Modeling a future of considerate development and nurturing of resources, amenities and convenience for the residents is not that difficult to foresee or to shape into a realizable master plan. It is visionary and future oriented with a specific wholesome, well-rounded lifestyle goal in mind. It appears that our goals shift with every economic blip rather than holding carefully and steadily on to the reasons we hoped to live and live happily here. Our future seems to be with the highest bidder, not with the voices of thoughtful and caring, resourceful and energetic residents who really are invested in Naples. It seems that we have set aside past interests in supporting a more year round economy and fallen haplessly into the trap of deeply seasonal economy that feeds not on the benefits and contributions of year round residents (and longtime seasonal residents with properties in Naples) but primarily on the pocketbooks of uninvested tourists who we feel we have entertain at the expense of those truly invested in the future of Naples.
- I believe its growth will cause Naples residents to leave and live in a smaller town.
- I have lived in the city for almost



## Future continued:

30 years and love it, although every year it gets harder. Too many people trying to take advantage of all it has to offer, and as a result the wear and tear is starting to show. Didn't used to mind the crowds and traffic during season because you knew they would be leaving by Easter. Now, they seem to never leave and aren't nearly as friendly as they used to be. If you want to enjoy everything the city has to offer, you should live and pay taxes in the city.

- It seems the property developers have become disproportionately empowered by our current City Council to the detriment of local residents.
- Keep density lower
- My impression of zoning/ ARCHITECTURAL boards is that they have NO BACKBONE! This is the greatest threat to maintaining the spirit of this low key fishing village/resort we call Naples; we must work harder to preserve the charm of Naples. Ft. Lauderdale isn't charming; West Palm Beach is too sexy for itself! and too pretentious. When I visit there- Fl East Coast- I find it hard to breathe because of all the cement! Caving to big development interests is the perfect recipe for ruining my town.
- My main concern is overdevelopment and excessive re-development, which creates environmental and significant quality of life issues.
- I would like to see the City Planning Committee stick to the building height, and density codes.
- Naples is Paradise. Or it was. Growth is good. Greed is not. It is the charm and small town feel that brought everyone here and overgrowth will drive everyone

away. There is too much construction, too many dense apartment buildings being built, and too many shopping plazas. Most people come to Naples for the beaches, the sun, the great outdoors to hike and bike, swim and just relax. It's ok to have empty land and open spaces. Take a break. Breathe. Re-evaluate. We can't go back, but we can use our hearts and memories of a simpler time and proceed with caution into the future.

- Naples needs to keep its small town charm and preserve against huge tall buildings taking over to prevent it from becoming a "Miami" type environment.
- I realize that having and maintaining a delicate balance between the property developers and the City residents is not easy. We like Naples the way it is, but also realize that we cannot be frozen in time. The issue is "how much is enough, and when it does transition over to too much" A pro of the new development, which is generally much more attractive than what it is replacing, is that it is both well-designed and additive to the tax base. The con is that the larger development projects add to congestion, particularly in the downtown area and on the city streets (too much traffic)
- I did not pick items relating to a small town feel because I felt that things like no traffic, bike paths and other options result in that. At the same time, we are growing and need to accommodate traffic. This is where good governance comes in. I suspect people came here because they did not want to live on the east coast which is a concrete jungle, with heavy traffic and more of a big city feel. Yet traffic is already getting out of hand in some areas. The City will

have to limit some development in terms of high rises, require more parking for businesses and carefully manage the resources we have to allow Naples to maintain the smaller town vision so many come here for--with a balance toward services, roadways and excellent medical care that a growing population can support. On the medical care front--the level of local medical care is not to the standard expected for such a wealthy community. The Cleveland Clinic should have been given their heart surgery approvals to retain them in the area. It was a short-sighted loss--especially after all that has happened with NCH this year. An affiliation with Mayo does not bring the same level of care as an actual top tier hospital in residence. Much as I hate a 90 minute drive to Weston, I chose to get treatment there vs. the options available to me here in Naples. The by-word of many residents is if you get really sick, go North. Given the median income and age of residents, this should also be a very high priority. If the care was better, residents would spend their money in the community. Now, many go North when serious illness strikes.

- A beautiful, warm and "slow" place to live.....don't screw it up with excessive building
- Do not GROW any any more.
- Limit the number of multi-family dwellings! The city is becoming very congested. We don't want another New York City!
- Control growth
- Have someone with common sense read all regulations, if they do not understand,
- ask is it still needed, if not delete it!



**Future continued:**

- Be careful giving developers variances over citizens objections.
- Reduce and control density and building heights. Enforce all ordinances that are not being enforced with some meat to the enforcements. Real estate signage, contractor signage, runners and walkers on sidewalks when there are sidewalks, bikers rules - get the big groups out of downtown Naples - get them out in the less dense areas - single file!!!
- Naples should support healthy lifestyles by promoting walking and bicycling; encouraging whole food plant based menus and food options and by limiting growth to reduce stress and over crowding. Naples should strive to maintain a small town feel with friendly people. Naples does not need to promote ostentatious wealth and exclusivity.
- Future is going to be like a crowded big city on a smaller scale.
- We need to maintain the City of Naples small town feel.
- need to control growth; don't need to fill every acre with buildings and condos. Traffic is horrible in season. Not enough roads.
- Officials represent residents, not outside development. Maintain quaint town. Maintain as biking, walking, beach. Bus others in from outside city to prevent additional cars. Enforce traffic speeds - safety on the roads is an issue especially during season. Drivers will drive as fast as permitted. It is what is examined that happens; not what is expected.
- The developers appear to be in charge of the city. If things continue on their current path, Naples be no different than

Panama City Beach and other tourist traps. In our years, we have noticed a real decline in the quality of the tourists attracted to Naples.

- Many front yards in areas like the Moorings are a mess because there are no curbs with stormwater drainage. Cars and mainly construction and service trucks are continuously damaging front yards. Also because storm drainage happens in our yards rather than our streets there are continuously wet sloppy areas in the front yards made worse when trucks run into them.
- Negative effects of growth that need to be mitigated and made priorities: Traffic congestion, absence of safe biking and walking routes, loss of wildlife and habitat - including aquatic, pollution from landscaping chemicals, pets, noise.
- The City needs to push back on the forces that want Naples to be 'bigger' and instead focus on measures to make what we have more liveable. Traffic, health of gulf waters and our beaches, congestion effects of the growth of Collier county-- these factors need to be the focus of the City's efforts going forward while maintaining the charm and beauty of what we've got.
- I love Naples!! Progress can not be stopped. But density should have been controlled. Naples Square and the new Central Ave condo development are urbanizing Naples. Quaint? We are no longer thus.....
- No more high rises.
- Growth is outpacing ability to manage traffic
- Too much traffic. Too many high density buildings. The effect of red tide. We need to re-nourish the

beaches.

- The city must appeal to a great range of ages or it will die with the current generation in charge.
- As of now they are "east coasting our west coast", we will be like Miami if it keeps up.
- I hope the City can refrain from becoming overdeveloped- it is already moving in that direction! Right now a highest priority should be given to improving our water and air quality.
- My vision would be to not add any more condos, hotels, parking garages etc. leave well enough alone. We have way too many events on 5th avenue. The car show should be moved to another location. We should have times when people can bring their dogs on the beach, as full-time residences we should be able to enjoy our city and the beach, not just the wealthy that are fortunate enough to have the view and enjoyment of the gulf view and beach that we all pay taxes on to maintain. I am sure that an enormous amount of chemicals are used by the wealthy homeowners on the beach that should be regulated to stop the contamination of the water and destruction of sea life. We should preserve the small homes and historic homes in the city, not by making it so difficult to remodel.
- Naples has gotten overdeveloped, quickly losing its charm, too many building variances approved, balance between residential and commercial has moved too much toward commercial
- Maintain the small town look & feel. Enforce zoning.
- I just hope Naples retains it "small town" appearance and does not end up being the Ft Lauderdale of



Future continued:

the west coast. No high rises, care for what we have before we lose it.

- Thank you for asking for input. I hope the vision for the next decade is more than just a tweak of the existing vision plan. Naples needs to take a fresh look at the needs of the future—which will require a new vision plan.
- Naples is at a critical juncture—essential that the potential impact on the infrastructure be taken into account up front in the decision making process when evaluating proposed developments
- Please don't lose the charm of the City of Naples. That's why we moved here and seeing so much development (re-development) will eventually turn it into just another big tourist city. Planned development is good, but over development will hurt the charm of Old Naples in an irreparable way. Existing building codes should be adhered to rather than modifying them to fit a developers needs and desires.
- Stick to the ordinances that are in place, stop giving out variances right and left as the taller, wider and bigger buildings that contractors want to build take away green space, the small town ambiance, and create traffic problems. Please do not make Naples another Miami or Fort Lauderdale.
- Zoning is important. Height restriction is crucial to keeping the small-town charm of Naples intact.
- TRY TO KEEP SMALL TOWN NATURE IN ALL THAT IS APPROVED
- Let's keep it small, welcoming and friendly.
- Naples needs to continue walking

that fine line between fostering a vibrant city & one that is overwhelmed with noise & development.

- Density and traffic will occur downtown. We could have used a park where the large condo project went up between 10th and Goodlette.
- Decisions made by city council have deep, far-reaching effects. My vision for Old Naples stems from observations over 47 years. It should retain the original charm—as much as is now possible. It should provide comfortable, safe walking and cycle paths. It should have a commission/committee to vet proposed art. Those huge black sculptures on 5th Avenue are ugly and overwhelming. They never should have been approved, despite the wealth of the family who bought the properties and find them appealing. I tend to avoid 5th Avenue now when I walk because they are so revolting. I'm not averse to more beauty, more restaurants. But I adjure city council to consider first the original beauty and charm of Naples. Take care in drifting too far from all that has made Naples unique.
- 1. A lot of the charm is going because of these large monster homes, that replaced quaint cottages. 2. You need to have small businesses be given a chance. 3. Don't over develop old Naples, density becoming an issue. 4. Fire anyone who is responsible for the red tide issues. 5. the Medical services are horrible
- Very distressing to see the charming, quaint homes torn down and replaced with huge cookie cutter monstrosities. Keep the historic district historic!

- Looking forward to Four Season beachside condos and additional construction of this type!
- Do not build tall buildings in old Naples.
- The City needs to start doing a better job of enforcing all building and planning codes and decreasing variances.
- WE CANNOT STOP THE GROWTH IN THE COUNTY BUT WE CAN , WITH STRONG COMMITTED LEADERS, PROTECT OUR NEIGHBORHOODS WITH AGGRESSIVE ENFORCEMENT OF OUR CODE.
- I get very sad when I see the old Florida homes of Naples being torn down. I wish there was some way to preserve the old charm of those homes and still provide quality living for residence.
- Maintaining a slow-pace of life; better planning to maintain what Naples is known for which is slipping away with the overdevelopment and increased density units near downtown.
- Slow down new development. Each individual project may have a negligible impact on the City. However, taken together, if impacts didn't consider unintended consequences (which are often negative), the impact could be huge, and irreversible. I believe, too much is being done too fast. No need to grow so fast.
- While development and redevelopment are important, maintaining the "flavor" of Naples is equally important. Over the past two years, I do not believe the City is balancing these well.
- Slow down the rampant growth before it is too late. Think quiet charm. You and we will live better, healthier, happier lives if you do. Blue Zones can't take the place of



Future continued:

caring management of our resources. You have to do that,

- Residents and commercial interests invest in Naples for the same reason - the unique charm it offers. Urbanization, un-managed growth, and investor greed disrespects our stated goals and will destroy our City.
- Less density, protected and accessible beaches, 5th Ave. & 3rd St. where outdoor restaurants are protected and encouraged.
- I would like to see Naples remain charming, friendly with low rise buildings. The beaches need to remain accessible and the streets safe for walking. I support the arts and the libraries
- Regain the small town charm. We can't remove the rude people from Boston but we can stop advertising there.
- DO NOT LET US BECOME ANOTHER MIAMI
- slow down building in the town and work with Collier County to slow down building along the perimeter of the city and within the county. Over building in the county is having a negative effect on the environment and wildlife.
- Growth should not be in the re-development vision. Anything that increases the population density should be avoided in the City of Naples. Charm is found in the single-family homes and yards. There is no charm in a high rise condominium, even if it is nicely landscaped.
- STOP the building and developing!! Don't let those people who have discovered Naples as a potential gold mine change it in the name of progress. I remember when the truly wealthy came here to get away of all the pretension and galas and you could barely tell

them from the locals. Now they all want to show everyone they have money with their Bentleys, Maseratis, and Porsche's.

- Stop excessive large building permits in the Old Naples area
- A consideration of the limits of commercial development. Progress is should not always be measured in "more, more, MORE!
- It is going to lose the beach town feel with the building, increased traffic etc...
- Naples has lost its feeling of laid back, relaxing community. Its turning into Key West.
- Do not make Naples into another Fort Lauderdale.
- What ever we do for the future of City of Naples, Keep our small town appeal, keep the sprawling big City feel that is happening in Collier County away from our city limits....
- we have a vacation home in Naples. We spend 4-5 months in the property and rent it at other times. we have had no problems with our renters but feel that a 30 day minimum rental could be reduced to 14 days. We have recently visited in the high season and had to stay at an hotel. it was expensive and offered us very little compared to a villa rental. this length of rental limits the variety of people who can visit and see how wonderful Naples is - not many can take a 30 day vacation especially families (in fact, we had a 2 week vacation which made us want to purchase here)
- Manage growth responsibly
- Maintain low density and therefore higher quality of life.
- We are fairly new to the area but fell in love with Naples just the

way it was 4-6 years ago. It has grown so much since then we fear growth will change its character forever. It seems growth is inevitable but there has to be a better way of handling it. Traffic in season is a major issue. Don't know that there's an answer for that except slower growth.

- We would encourage the creation of some kind of commercial/ residential mid-town district in East Naples in order to take some of the pressure off of the 5th Ave downtown district, particularly from a traffic and parking perspective.
- Naples is a precious place. The development of the arts and design districts helped to make it more special. Anything that can be done to accommodate artists, designers, thinkers, theaters, music will be good for Naples. Not so keen on one family buying so much of 5th Ave.
- Don't get over zealous (trying to make Naples into a mini-Miami, i.e., a larger city) by over building, allowing too much growth, over spending, expanding the airport / flights into & out of Naples, cutting back on city services and allowing certain developers (Hoffmann) to impose their vision on Naples
- The fact people keep moving to Naples in record numbers shows the City is attractive but also shows how growth can't be restrained so learn how to deal with it.
- very concerned with the rapid housing and development expansion on the small town quality of Naples life.
- We understand tourism brings in big bucks to the economy that is needed but why make year rounders pay with over crowding with condos, high rise building



Future continued:

and no parking added, clogged streets etc.

- I think there are too many exceptions made to our zoning codes such as heights, and taking away green space between buildings and the street.
- Too much concrete and not enough grass or trees. This takes away from our charming town. Please stick to our codes and zoning!
- Also, I think density has become a huge problem in recent years.
- Please see my answer # 73
- Support the redevelopment and construction of new single family homes so property values can continue to increase.
- The City should be focused on the continuing improvement of quality and lifestyle for its current residents and not the continued expansion in numbers of residents (development). We do not want a paved city, we want a green and healthy community.
- Naples should continue to be a life style destination for residents and visitors. Competition is growing. We need to be the gold standard.
- Would like to be as upscale as Palm Beach just casual instead of formal
- Maintain small town charm, less catering only to tourists-respect the TAX payers wishes.
- Keep it a small town. Not Miami #2
- My family moved here because of the beauty and gentle pace of Naples. It seems that these two attributes are in jeopardy because of potential overdevelopment. Destroying the beaches with parking garages and ignoring the quality of the local bodies of water

can only be to the detriment of the economic health and quality of life for the residents of the City of Naples.

- soon there wont be any old naples except in a museum every thing is being torn down

TRANSPORTATION

- There needs to be more police and more traffic enforcement
- Too many speeding vehicles and not enough police to enforce
- Safety of pedestrians and motorists is very important but you hardly see police presence
- Motorists are angry and do whatever they want. Sad for such a beautiful place.
- Roundabouts are picturesque, & would improve traffic flow if drivers knew how to use them, but they more often resemble 4-way stops because drivers are uncomfortable with them, and they are quite scary for bicyclists because of the uncertain drivers. I don't want to bike on major roadways; I do want to bike in residential neighborhoods, and there is where the roundabouts have been placed.
- What I love about the City of Naples is the upscale small town look and feel. Keep the surrounding traffic out of the city limits, more biking and walking.
- parking need shuttle service for service workers
- There is major problem with bicyclists who don't obey rules- there is major risk for deaths and accidents. Too much traffic as laid for bikes. Drivers here are awful and better
- Main roads could use a little attention with lines painted and pot holes
- Traffic gets worse every year. Bicycles ride on sidewalks and more accidents then ever.
- Must keep Naples quaint. 41 going south to Fifth Ave is becoming unbearable due to traffic leading south and east. Eastern and southern traffic needs to be rerouted sooner to keep Old Naples separated from that congestion. Overall, way too much non-local traffic in local areas. Perhaps road-dieting will push non-local drivers on more eastern roads than 41.
- No more turnabouts. Traffic lights are better.
- Create more bike and walkways connecting neighborhoods so lifestyle is more self sustaining. CAT buses help but encouraging other forms of transportation (besides car) would be appealing.
- Turn the Freedom Park into a more usable space for events. This is currently a huge wasted space in a perfect location. Should be used more.
- more traffic control by police at rush hour
- sidewalks
- Please continue to your complete streets work with connectivity to parks, beaches, greenways and downtown. The roundabouts and all that you do to improve walkability, bike-ability, while improving traffic flow is much appreciated. Let's remain the healthiest community in the U.S.!
- Reduce traffic on Gulf Shore Blvd by moving bike traffic to another street and putting in stop signs on GSB where there is beach parking. GSB is difficult for residents to get out of their property and the traffic will only get worse as 195 new condos are built at the Beach Hotel. At worst this means 2 cars



## Future continued:

per Condo or best with 1.5 per Condo. A widening of GSB W/O restrictions mentioned above will only create more accidents and reduce current greenery. Restrictions such as no new driveways for those of us who don't have but a shared alleyway only hurts current residents.

- Better lighting and sidewalks for pedestrians. No more roundabouts and preserving all the unique items that makes Naples so special.
- Traffic issues need to be addressed. Congestion is becoming more and more dense - especially during "rush" hours.
- Only other issue is the roundabouts - they are a menace!!!!
- Solutions to better manage in-season traffic flow.
- Review traffic flow—especially heading east on 41 to turn left onto Goodlette Frank. The far left 2 lanes need to be used for turning onto GF! Lines back up most days in season and causes back up all the way to 10th St. Easy solution to designate 2 left turning lanes!
- Eliminate all commercial vehicles on 5th & 3rd
- Many sidewalks are too narrow for walking, cars are overtaking the roads. I don't feel safe walking or biking downtown or to the beach.
- I want to live in a city that's accessible, but, without a car, it's virtually impossible to live here. Why can't we have some good, reliable, public transportation like a tram or something similar? If we don't address these issues, the traffic is going to overwhelm us.
- We love the beauty and quiet of Naples, and appreciate the work

done to keep it this way. Again, no future building should be allowed until new roads are built, perhaps new ramps on/off I 75 are built, and other road improvements done to improve the awful seasonal poor traffic flow. Roads before building, it does not make sense to do the reverse.

- consistent traffic light mgnt and left turn arrows
- traffic control during "season"

## AFFORDABILITY

- I think there should be subsidies for housing for service employees or transportation to affordable housing. The millennials want things their way. Ultimately we will be hiring them anyway, so best to make it attractive for the best of the millennials that do want to hold service jobs as a career

## DOWNTOWN AND BUSINESS ISSUES

- Recent developments on 5th Avenue have removed many outside seating areas for restaurants which destroys the small town, tropical image of the City.
- Try not to have several events scheduled on the same day. Car shows, art shows, chalk shows, races etc really jam up traffic and hurt retailers downtown.
- My vision is that Fifth Avenue not turn into downtown Ft Lauderdale. It's already happening. Be aware.
- DON'T LET ONE INDIVIDUAL TURN BAYFRONT INTO THE BOURBON STREET OF NAPLES FOR HIS OWN SELFISH GAIN !!!
- You allowed Hoffman to paint buildings a color not in the plan, a variance. As also has his name on buildings where names were not

previously allowed, a variance.

- Please stop granting variances.
- It's good to update areas but the charm must be maintained throughout. The traffic is huge problem. Before anymore developments start traffic must be addressed. I'm shocked at what's happening on 10th Street and 5th ave
- Bigger is not always better. Can't stand what's happened to 5th ave
- Would like to see more affordable small businesses within the city limits. All of 5th Avenue has become too high end and unaffordable to spend the day or evening walking and patronizing the businesses
- Preserve the quaint ambiance of 5th Ave S. shops and restaurants/bars. Vacant retail space portrays a very bad image. Ex. former Cafe Lurcat
- I envision a City of Naples with its current charm. I realize the city council wants a "walkable community" downtown but they need to realize there are major parking issues for all the projects they are approving. Each new commercial project should include the appropriate parking spaces for their proposal.
- Continued beautification of our downtown area within current codes so the town doesn't get too dense with overly large buildings
- Not all businesses need to be local...national retailers can provide stability to the downtown areas restaurants and shops close much too often
- No traffic except for emergency vehicles on 5th avenue.
- Keep the small town charm by not overbuilding the downtown areas. Don't turn Naples into the Miami



### Future continued:

of the west coast.

- Keep the small town charm with many outdoor dining opportunities on both 5th and 3rd as well as the small businesses which makes Naples special. We do not want to see the same stores we see across the country in our charming town. We do not want any more parking garages or large structures that require variances. The government should be careful not to ruin the gem that we have.
- While it is not something you can control, it is uncomfortable when one investor purchases a large percent of the business in town (real estate, businesses, etc). Is there a way to encourage diverse ownership or prevent one person/company from dominating the whole town?
- I would like to see responsible building. For example, we should be using CRA funds to help the small businesses in the design district. Also, if you need a garage put it in that area. We have uber, lift, nickel ride and slidr to help people around get around. A garage does not belong in a residential area.

### GENERAL COMMENTS

- After 40 years the changes I have seen are irreversible and mostly not for the "better". Much better place before I-75 and the demographic changes which make Naples much more similar to the east coast. Sad too see what we have lost, but blessed to have once enjoyed it.
- AICE program in CCPS elementary schools is bad policy of CCPS
- Need to attempt to attract younger folks and more modern industries, like tech. City

leadership is not bad, but is very parochial and lacking forward thinking.

- More volunteer involvement in governance needed. Recent pay increases creating unwanted professional politician class.
- We just hope that the city can maintain its charm and character long into the future.
- Would like to see a quaint, less stressful living lifestyle. Especially the Retirement is the reason you live in Naples
- I would like to see the City of Naples as a low-rise, upscale gem, with soft industry, commercial enterprises, urban shopping and recreational features, and larger residential projects in the ex-urban Collier County.
- Maintaining and enhancing a beautiful small city, while enhancing the health and well being of its residents. Making Naples the envy of every city in Florida.
- City council meetings must not be used as vehicles for residents to malign fellow residents with lies.
- the beauty and charm of Naples is gone! nothing to add. it is too late.
- Progress can not be stopped, and all it's adverse affects. In the future people will be so accustomed to a life of glitter and no substance it will not matter, and they will still flock to Naples so long as it looks good.
- Clean, safe and peaceful.
- I hope it can stay relatively small, quaint, clean with the beautiful landscaping and clean, well maintained private beaches where properties are privately owned. This is the beauty and safety that these folks desire as well as the

access to nice food and shopping.

- Spend tax money wisely and maintain a reserve-learn from the condo associations.
- I think it is important Naples define what "smart city" means for Naples. Emerging technologies can very positively impact many of the challenges described above. Smart traffic lights is a minor example which can have a significant impact on traffic. If the city hasn't already, I suggest entering into some early stage learning discussions with leading firms in this area such as McKinsey, Deloitte or BCG. Second, red tide is a huge issue which, if not improved, might have a major impact on quality of life, property values, etc... I realize the issue is bigger than Naples, but we should tap into all resources available to this community to contribute as much as possible to a solution. Finally, let's try to be an early city to recycle 100% of garbage.
- Naples has changed enormously since we moved here in 2005—while it remains a wonderful, special place to live, the quality of life here is threatened by too much growth and increasing traffic and congestion.
- There seems to be a very U shaped income strata, very wealthy, poor, and no in between. Is Naples doing anything to promote long term economic sustainability by targeting high end employment development for it's citizens?
- use the KISS principle.....Keep it simple stupid!
- Collaboration with State government must improve
- Keep involving the residents.



Future continued:

- Vision is what ever you develop... this survey format seems far from effective in my opinion.
- I love it here ! Wish you all could keep the hot Summer Away lol! Do dislike this season traffic reminds me of driving in Los Angeles some days , sitting bumper to bumper on 41. You all hold that in your hands by preventing more growth out to Ave Maria, it will turn Naples into something it is not! Praying for all of you and your wisdom as you take Naples into the future
- Nothing else to add.
- Keep the population density at its present level. Don't try to be like Fort Lauderdale.
- attract more year round residents
- Child care services for working parents would help
- Keep Naples low
- This survey does not ask for an address of the respondent. How do you know that the answers are from residents and owners in the City of Naples and not outside influences? This survey should be for City of Naples tax payers who are funding this. A simple yes/no question on this subject leaves it open to abuse from outside the city.
- We all came to Naples because of its laid back feeling. It no longer exists.
- I think it is too late for me to have a vision for the City because so much has already been overdeveloped. I still love my City and stay as active as I can enjoying so much of what it offers, but I could get that somewhere else also. As a widow, the weather now is a big factor for me.
- Listen to residents, find balance.
- Keeping up communication with residents is critical to achieving valuable goals.
- Naples is never going to be the biggest city in Florida, so let's work on being the BEST city. Like the old song said, "You've got to accentuate the positive and eliminate the negative."
- my parents lived in old naples for 40+ years starting in the 1960s. i have seen the area change so much (not all for the better) during the last 50 years. i hope it is not too late to retain the small-town charm and wonderful beaches for our grandchildren. development has to be controlled. we do not need another ft. Lauderdale or palm beach in SWFL !!!
- To maintain its image and substance as a small town that welcomes all and incorporates them into its fabric.
- Let's keep Naples a quaint small town focused on the residents.
- Always strive to make the City better than it is.
- The questions at time aggregated too many topics together. I agreed with several and not others. My experience with survey would never construct the questions in this manner.
- Where do we input our address ?
- Keep the small town atmosphere!
- Middle class people are already priced out of Naples. I was told that we were in a declining market by a local realtor. It's no wonder with the overdevelopment!
- I'd like to live near world class health care, feel my environment is clean and safe, be challenged intellectually w cultural and educational opportunities, and feel this is available to all.
- Traffic is a problem. Workforce housing is a problem. Sirens are a problem. We love the landscaping, the beach and walkability of Old Naples any time of day or night. The parks are a magnificent resource. Thank you for keeping them so beautifully. Great respite from condo living.
- Acknowledge the ethics petition and listen t
- Keep it a small town where people like to live and visit.
- Too late
- The division between rich in poor in Naples could not be starker. This city is one of the most pretentious in the United States. Policy to meaningfully redistribute the wealth from residents of Gordon Drive, Port Royal, Grey Oaks et al. to their servants is desperately needed and most like the lowest priority of the rich white citizens of Naples. One can dream. Good luck. But make no mistake it is Naples biggest non-environmental problem. Environmentally, red tide and global warming. But you already know that.
- Keep minorities out of Naples! Send them to Ft Myers.
- Do NOT go Bi-Lingual, there is only one language in the USA and its ENGLISH!
- This website is horrible.
- Keep it " low key", and affordable!
- Keep it safe please
- Respect all residents since we all pay taxes
- The city of Naples represents a tiny fraction of the US. Let those who want to to freeloader do so elsewhere.
- Small town atmosphere



Future continued:

affordable city

- Reduce cost , equal treatment of all communities- Example Baker Park and Charlie Anthony Park a tragedy !
- Too many of these goals are things over which the city has no control. Quality of life within the city is dependent on controlling runaway growth outside the city.
- Really become a Green City by providing incentives for solar energy; high mileage and low emissions vehicles; and water use reduction.
- Limit the number of fast food restaurants to encourage healthy living.
- No electricity for 10 days after hurricane is unacceptable, a balck mark for a city of this opulence.
- The City must work with the county.
- this survey is poorly written. discussing visions of a city from 11 years ago is weird and we have nothin to compare to evaluate. If the city paid a company for this survey, you need a refund. Call me and I can explain to you how the data used from this survey will BE TOTALLY USELESS . Sue Curley. 727-744-6100.
- Maintain the character of the City
- How many times is this survey going to ask the same question?
- Future vision: Low crime, zero tolerance for poor environmental habits, maintaining a high quality of life and considered the benchmark of healthy living in the US.
- Naples is a special and unique place. As more people seek this type of community and life style it is easy to let developers and development carry the day. But by

its very nature development results in the core values and items that are at the center of the vision to suffer. We Should Not and Can Not let the lure of more money, more tourism, more people dictate reasonable and rational decisions. What scares me most is human nature is to "look for the bigger glory" and the end result is they ruin paradise. It happens time and time again when those governing succum to the flavor of the moment. Remember we are all stewards of the community that exists today , and maintain it in a way that it retains the values, beauty and attributes that make Naples the special place it is.

- Rename Artis to The Naples Center for the Arts or something that everyone understands!
- Keep it nice for my kids.
- I can not believe the vision plan included 'wealthy, high caliber people'. Really? Are there residents of the city that only want wealthy people to live here? That's insulting and elitist.
- I favor the small town aspects of Naples !
- Better electricity recovery after a major hurricane--i.e, Irma--10 days
- Naples today is more hectic and has more traffic than it did 25 years ago. But it still is a beautiful place to live. However the present growth rate may be unsustainable for the current quality of life.
- Develop programs that integrate older generations with younger generations
- We had friends looking to buy in Naples last year. One couple decided it was too crowded, with too much construction, and another couple was concerned about resale if the red-tide issues

were to continue each year. We think Naples is one of the prettiest places one could live, with incredible weather and friendly people. That said, the uptick in construction does seem out of control, and the traffic continues to get worse during season. Changes and growth can be healthy for a city, but not if it comes at the expense of it's full-time, and even part-time residents.

- Think before you act.
- We love the small town, quaint feel to the town of Naples and are concerned about the amount of development and growth we are seeing. We want to support the small business in our town. We don't want Naples to turn into a Palm Beach! Traffic is also becoming an issue.
- smaller is better
- Keep Naples as Naples
- Naples will no longer exist as we know it if commercial and tourism continues to receive priority.
- The city where the government bureaucracy doesn't grow itself
- Keep Naples quaint, quiet, safe, financially sound, socially respectable, and a great place to raise a family.
- No obsessive building We want peaceful living. Alcohol needs to stay out of family activities and such areas
- Safe bike paths and walk trails
- Respect!!!
- I have spent a lot of time in projection meetings on the growth of the Collier County Area, I think it really important to find a balance of affordable housing, uncontrolled population growth and keeping the small town in Naples. I grew



## Future continued:

up going to places like Cape Cod and The Vineyard and Block Island, Cape Cod has been over run by development commercial and residential. There's no place to expand the roads the growth is beyond control and it has really put a damper on the beauty of the area. The Vineyard and Block Island have maintained their charm by balancing the growth and still maintaining a vibrant economic and well maintained community for the residents as well as the people who visit. I see Naples much like The Vineyard or Block Island and it would be great to maintain that.

- Safe (low crime, pedestrian and bike friendly), clean, beautiful, enjoyable.

## REGULATORY

- Let's work with the electric company and bury lines in the old neighborhoods. I live in Aqualane and wow, who would have thought we be 2 weeks without power. Get cable companies to bury their lines. I know they share underground space in new communities, make them do it in original areas.
- As there are stringent rules on the beautification of our streets, I highly recommend that 7Eleven adhere to these parameters as we all do and as the surrounding businesses do. More parking lots will only attract more tourists and deter from the beauty of the area. We don't need anymore public parking.
- Citywide internet service
- Restore balance of residents interests vs. excessive commercial development
- Again, allow residents, especially year round residents, to enjoy their homes in peace without the

constant traffic of reconstruction vehicles (trucks) and construction noise.

- vision is a high end, safe, comfortable community.

## AIRPORT

- Commercial activities and the airport primarily benefit county residents more than city residents. To continue to maintain the uniqueness of the city, residential concerns should have more importance than appears to be the history of the past several decades.
- Reduce the flights and noise pollution from Naples Airport...1% bother the 95%
- We need a commuter air service like the old Naples Airways for better access around Florida
- I would like to see the airport shut down and move planes to RSW. They are noisy, polluters, and dangerous as they fly over very expensive development. A very good alternate exists at RSW, but we protect the use of it for a very few citizens.
- I am very disturbed recently by increased airplanes overhead.

## ENVIRONMENTAL

- The beaches need more sand. Look at South Beach, Miami before and after the late 1980's.
- European Visitors complain in the summer of lack of shade on the shopping streets.
- If you don't take care of the pollution, toxic issues you will destroy the city in a short time.
- Fix Red Tide
- Improve green space experiences with bicycle and walking paths.

- We are most concerned about the red tide/algae issues and beach impact; seeing dead sealife all over the beach and suffering bad air quality has made us seriously rethink living here after just moving this past year. It's all about the quality of the water and if that is not addressed, there will be no reason to live here and no reason for visitors to come. Stop the stalemate on taking action, this is long overdue.

- I do not know how you can consider this a small town atmosphere and ask questions on this topic. I have been a resident for 47 years when it was a small town....didn't have to include "atmosphere". Many of the changes have been good, cultural, dining, shopping...but they all come with a price of more development.

- The city water quality is terrible.... the color of the water in the toilets is yellow...and we drink this water. How can they keep issuing permits when we live with this type of thing?

- I envision the City being a leader on environmental protection and restoration that is supported by science and data and budget allocation. Credit should be given to all successful efforts so far, but the allocation of the budget speaks the truth of our priorities. This survey used the term 'high caliber' in connection with wealthy individuals without elaboration as to what that meant. To me it means how you treat other people. I was taught growing up here that 'having class' meant being very conscientious of people's feelings and being considerate, often with specific rituals and gestures. A 'show-me state'; no nonsense gesture from the City to demonstrate it's



Future continued:

- commitment to Naples Bay, would be a dramatic budget increase to the Natural Resource Division budget.
- We must do all we can to address climate change, including convincing the county commissioners to take more action!
- Dogs needs to be permitted between 6-8am on the beaches!
- Need better power sources that can be underground protecting neighborhoods
- Beautiful managed growth with respect to the environment and the people at the forefront of all decisions.
- Beaches and Red Tide.
- Keep dogs off the beaches.
- Plant more oaks and banyans
- Band together with all coastal communities to protect what we have. Don't wait until too late!
- Better beach access and more green space and water quality
- Stop red tide
- Cambier Park is a jewel and deserves more attention, especially the tennis courts that are in great demand.
- Please replant more street trees loss from wind damage.
- As a resident I would love to see Naples as this "Green Jewel" they speak of. I think it used to be in 2007 but surely is slipping away rapidly with new development not being required to have the same "green footprint" as the building they take down....now all green is replaced with concrete and structure.
- Once green space is gone there's no going back....
- We must change this pattern before our "Green Jewel" gone forever.
- Slow down on development & help clean up the Gulf & bay.
- More emphasis on "green" packaging especially from restaurant take-out containers. Not sure why the restaurants here can get away with styrofoam containers. Also, more emphasis on residential recycling. Monitoring residents that misuse resources (e.g., someone watering their lawn with city water).
- BEAUTIFUL BEACHES WITH HIGH QUALITY WATER AND CONTROL OF GROWTH. TRAFFIC BECOMING POTENTIAL MAJOR ISSUE ALONG WITH ADEQUATE PARKING
- A city which cares about the environment first. Understanding that is what draws people here. Over development and overpopulation will ruin Naples (its on its way). A city who's vision is for the future and not only for the immediate dollar of big money developers, but as an example of what a caring and progressive coastal community can be.
- Clean water
- Without clean water in the Gulf and surrounding waterways, all of the other goals and values are mute.
- Water quality
- My vision for Naples is that it remain a small protected and environmentally safe community comprised of like-minded individuals who rely on healthcare for the elderly that is not abusive.

## Appendix F

### **2007 Vision**



# Preserving Naples:

A vision plan to keep the best of the  
past while building a better community  
for the future

Approved by the City Council of Naples  
On June 13, 2007

Prepared by:  
Arrington-Marlowe, LLC

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## The Vision

Naples is one of the nation's, if not the world's, premier communities. The core vision for its future is preservation of those features that make it a distinctive and high quality place to live, work, and play. Having reached a pinnacle, how does Naples stay there?

For communities at a very high level of quality, what can it mean to suggest that the vision is to "preserve" the community? There are three possible overlapping definitions.

1. Definition 1: "Preserve" means keeping it just as it is. Preservation in this sense is best exemplified by Williamsburg or other historical sites where the goal is to maintain the physical structures and life at a period in history. In this case to keep something we have to intentionally disallow substantive change.
2. Definition 2: "Preserve" means keeping certain distinctive community assets or features as the community changes. This approach is shown by communities that have historic districts, waterfronts, or other community features that the community seeks to keep structurally or in terms of use. Preserve in this sense also means keeping social features of a community such as community events that draw the community together or exhibit a special heritage or maintaining the sense of personalness and friendliness that are equated to a "small town" feel. Preserve in this sense also means keeping the "design" features of the community as to building heights, density or architecture that provide with community with a certain "feel" and style. In this case to keep something we have to intentionally seek to protect the feature, which may require some changes of past practice in order to protect into the future.
3. Definition 3: "Preserve" means maintaining quality of experience. These often include safety, recreation, education, economic opportunity, social interchange. Preserve in this case requires continuous change and improvement because quality is an ever rising standard. In this case to keep something we have to change.

The residents of Naples clearly want to preserve Naples as a high quality small town residential community in a beautiful natural setting. The community offers its residents a variety of recreational and cultural opportunities supported by useful and needed personal services including health care, shopping, property maintenance and public safety and health services. This community is distinguished by a small town feel of personalness, low-mid rise architecture and a community organized around the needs, aspirations and values of its residents.

While some would clearly like to be able to freeze Naples in time, even they recognize that is not realistic for a dynamic community in a private marketplace. Therefore in order to achieve the vision of preserving Naples, definitions two and three must be actively pursued as strategies. In order to preserve the distinctive culture and character of Naples, some features of the City must be deliberately protected from over-use or fundamental change of use. Other features of the City must be deliberately improved if the quality of experience is to remain high. The vision plan to follow details how these two preservation strategies will be instituted. Balancing these two strategies over time requires wise leadership and informed community engagement.

## The format of the vision plan

This plan is organized into five sections. Section one summarizes the trends and issues which underlie the plan. Section two delineates the goals. Goals are the intended and desired results which come from the plan. Each goal contributes to the vision of a preserved Naples in its own way. Section three delineates the strategies. Strategies are courses of action, some straightforward, some very complex, that contribute to one or more goals. A good strategy helps achieve multiple goals. Section four presents strategic initiatives. A strategic initiative consists of a single goal and the various strategies that contribute to achieving that goal. Section five introduces the system through which the plan will be implemented.



## Section One: Trends and Issues

### Introduction

There are many key trends and issues affecting the future of the City of Naples that have surfaced during the process of developing the Vision Plan. These must be reckoned with as the City articulates its vision for the future, and develops a plan to help realize that vision. The process has included analysis of data and information from many sources, including State, regional and city plans and reports; interviews with Naples business, government, and civic leaders; town hall meetings; focus groups; and a citizens' opinion survey.

### The Vision and the Trends Affecting It

The good news is that there is widespread agreement about the general vision for the future of Naples. There also is a high degree of understanding among community leaders about the trends influencing the City and the issues it confronts. What remains to be developed is agreement about key questions of strategy defining how the City will move toward realization of the vision, and how it will tackle the many issues it faces.

The following general features of the vision for the future were developed as a result of the research with many features coming from interviews, and tested in Town Hall meetings. These are the features that attracted people to Naples, and that Neapolitans want to maintain through time.

Features include:

- High quality image of the City
- Beautiful landscaping
- Peaceful, small town atmosphere
- Friendly place, friendly people
- Beaches: access and beauty
- Many outdoor activities
- Cleanliness
- Cultural offerings
- Quiet, laid-back lifestyle
- Excellent medical facilities

- Quality of city services
- Feeling on non-pretentious charm and substance
- Values and ethics of people
- Wealthy, high-caliber people

While these features at first reading may appear simplistic, even idealistic, they are nevertheless revealing and instructive. Taken together, they are the features of a small town; not a bustling urban regional center. They do not reflect the growth ambitions traditionally held by so many Florida communities. These elements also are reflected in the formal vision statement contained in the City's Comprehensive Plan: *"Naples is a premier City that offers a high quality of life exemplified by cleanliness, safety, well-maintained homes and businesses, distinctive architecture, tree-lined streets, landscaped medians, a high level of municipal services, environmental corridors, pristine beaches, and tropical climate. In addition to these assets, the mix and location of residential, commercial, institutional, and recreational land uses within a neo-traditional framework fosters the small town character and charm."* While this vision statement likely will change as a result of the Vision Plan process, the essence of it, in our opinion, reflects residents' desired future for the City of Naples, according to the research.

Some historical trends perspective about the development of Florida communities (including Naples) is helpful.

Florida once had a consensus-based vision to direct its future. The vision was to grow the population, and with it the economy, by attracting more visitors and permanent residents. Tourism and real estate development and construction were to join citrus and agriculture and phosphate mining to become the mainstays of the economy of the future, ever booming with more and more visitors, permanent residents and retirees fueling the population growth.

The governmental architecture serving the state and its principal public fiscal policies were designed to help realize the grand vision. Like so many separate factories state agencies, cities, the county, the school district, and an array of independent special taxing districts were created to produce the physical infrastructure and services to be consumed by ever-increasing masses of newcomers. The role of government was viewed as utilitarian and limited to



helping achieve the grand vision. The principal public fiscal policies at the state and local levels were designed to promote and support the vision. It would be a state of low taxes intentionally designed to grow the population base.

For most of the twentieth century, this vision was widely shared. As a result governing was a relatively harmonious and stable undertaking. The economy and its politics were driven by the same needs, values, and aspirations. This vision and its strategies succeeded. Florida began the twentieth century as one of the nation's least populated states. It ended it as the fourth largest state in the nation.

Looking back, now we can see that the latter part of the 20<sup>th</sup> Century marks the period when the vision for the State became blurred and consensus about direction collapsed. Why did this occur? And why is the creation of a new vision so challenging. We believe there are three reasons.

One, and perhaps the most basic, is that the historic vision promised more than it could deliver. The historic vision was based on a paradox, a false promise, an illusion: low taxes, a limited and economic utilitarian role for government, cheap land, and unlimited prosperity---all with a paradise lifestyle. The promise contained the seeds of its own destruction, and was broken by the harsh realities wrought by its success. The very attributes that attract people to Florida--- the quality of life, natural environment, the promise of paradise--- are threatened by the sheer magnitude of people who come to visit and live here. We have labeled this phenomenon "the Paradox of Paradise". The old vision was unsustainable.

A second reason the historic vision collapsed and a new vision is so challenging to create, is because there is a marked lack of community identity on the parts of thousands of people who call Florida home. For many "home" is in some other state. High rates of growth in typical urban sprawl patterns weaken traditional community identity. As "new communities" develop, often in unincorporated areas, people have difficulty accepting ownership of the massive problems facing the older, established community or with the region as a whole. People perhaps identify with their residential community or the core community in existence prior to significant annexations, but less with the larger area whose boundaries are now more diffuse.

A third reason why consensus in support of a new vision is challenging is a changing understanding of citizenship. Clearly, a sense of citizenship, and its accompanying responsibilities, drives the nature of political participation and outcomes. Much of the new housing stock results in communities segregated by income. Increasingly, people reside and establish community identity and citizenship in what has been termed “lifestyle enclaves”, whose membership consists of others with similar backgrounds, incomes, and stations in life. This segregation fosters a narrower sense of citizenship focused on protection of economic group. Mix economic segregation with continued cultural/ethnic segregation and it is difficult to discover the “common good”. The presence of lifestyle enclaves together with the bewildering patchwork of fragmented governmental jurisdictions and agencies suppresses any sense of belonging and citizenship in a diverse community of people struggling to govern for the common good. In many areas of Florida, new and long-time residents alike have a weak sense of democratic community and citizenship in their larger meanings.

These three challenges; the “Paradox of Paradise”, diminished community identity, and the weakened understanding of citizenship as responsibility for the common good have combined to make the process of governing highly-complex and contentious. Virtually every serious analyst of Florida’s political culture concludes that public trust and confidence (or the lack thereof) is major problem facing Florida public leaders who are struggling to forge a new vision consistent with public needs, aspirations, and values.

How do these generalized observations apply to Naples? Based on the vision plan research process and the consultants’ collective judgment, the general Florida trends and issues analysis presented here are mirrored in Naples’ experience. Several citizens have articulated the dynamics of the “Paradox of Paradise” as applying to Naples. Concerns about controlling growth top the list. The lack of community identity and responsible citizenship also has been cited.

Yet Naples’ experience of these broader observations about Florida is distinctive in several important ways. As noted, residents appear to share a common vision for the City. They want a beautiful, safe, uncongested, enriching, and active community with a small town feel. This consensus about the future vision is not present in many areas of Florida. Secondly, Naples is experiencing distinctive growth pressures. A close look at population growth trends affecting Naples



reveals that many concerns citizens have about growth impacts can be traced to rapid population increases taking place outside the city, rather than inside it. Growth issues inside the city can be traced not to population increases and new development, but to redevelopment within long-standing city boundaries, especially multi-family and mixed use projects within redevelopment areas.

Between 1970 and 2005, the population of Naples increased from 13,000 to 23,000. (During season, some 13,000 additional people populate the City, an annual temporary increase that is expected to remain relatively stable through 2020). While this is impressive growth, it pales in comparison to what happened to the growth of Collier County as a whole. The County's population increased from 38,000 in 1970 to 319,000 in 2005. Moreover, Naples' population growth rate is leveling off, with a steady and modest 1% annual increase, a rate that began in the early 1990's and is expected to continue. Absent major annexations and re-zonings of existing City properties (especially single family to multi-family) and unanticipated new mixed-use developments, the population is expected to increase to only 25,635 by 2020. This is the projected build out of the City with 19,545 dwelling units and a peak seasonal population of 38,500. By contrast, Collier County as a whole by 2020 is expected to be approaching the half million mark. Another way of looking at these trends is to consider that Naples constituted about one-third of the County's population during the early 1970's. That percentage decreased to 7.14% by 2005, and is projected to drop to 5.2% by 2020. Two trends have combined to produce this result: the County (and Southwest Florida region generally) has skyrocketed; and Naples has chosen thus far to pursue a very conservative annexation approach in order to maintain the City's size. Naples area real estate market forces and sharp increases in housing costs also have played a role.

It is important to note that the City of Naples during the past near-decade has maintained its Comprehensive Plan's established levels of service for infrastructure and services. There are no outstanding concurrency management problems; and, with the exception of needed funding for a storm water master plan, capital improvements needed to maintain existing city levels of service are well-financed. There are, of course, many infrastructure and service issues that must be addressed to realize the city's vision over time. These will be examined next in this report. But there is definitely justification for a sense of accomplishment in maintaining most comprehensive planning levels of service,

implementing a financially-sound capital improvements program, and averting concurrency management problems. By these measures, the City is well-planned and managed.

Naples is holding fast to its distinctive small town vision. The City is on a road “back to the future”. But, as in the popular motion picture by that name, Naples cannot turn back the clock: it must reckon with present day growth impacts coming from its surroundings and redevelopment impacts coming from within its boundaries. Each presents problems and opportunities for the City. Naples appears to be adopting the following credo: “For our future, we shall strive to re-appropriate the best of our past into the present, as we redevelop and adjust positively to our changing surroundings”.

### The Major Issues

Our purpose here is to present and briefly define a list of issues that must be addressed in the Vision Plan. The first task is to make sure the list is complete and the issues themselves are as clearly understood as possible. Strategies to address the major issues in ways that are consistent with the over-arching vision are included in Section 3.

The City has begun to identify and develop ways to address many of the major issues it faces. The Evaluation and Appraisal Report, adopted in October, 2006, contains an outstanding examination of issues. (See Section 2, Evaluation of Major Issue, Evaluation and Appraisal Report of the City of Naples Comprehensive Plan).

In developing the issues list and strategies for the Vision Plan, we have used the EAR analysis as a foundation, and have re-conceptualized the list of major issues based on the interviews, focus groups, Town Hall Meetings, and Citizens Opinion Survey. The issues list includes:

- **Annexation**
- **Transportation**
- **Work force housing**
- **Clean-up of Naples Bay and other Water Bodies**
- **Redevelopment and Downtown issues**
- **Affordability**



- Green space, beach and recreation
- Governance
- Other

### ***Annexation***

Annexation policy and practice in recent times has been the subject of much conflict. The failed Pelican Bay annexation effort sparked differences within the community that remain unresolved.

Naples currently has a "case by case" annexation policy. Petitions for annexation are considered as they are filed. Since 2000, Naples has annexed approximately 123 acres, 82 acres of which constitutes the planned development, Moorings Park.

During the interviews, focus groups, and town hall meetings, the following annexation issues were raised:

- **Annexation** policy should consider the following concerns:
  - Desire to maintain small town atmosphere
  - Loss of Naples' regional political influence as city's population continues to become a smaller percentage of the region
  - Loss of existing Naples residents' political influence within the City as new residential properties are annexed
  - Effects of annexation on city's capacity to provide quality services and infrastructure to residents
  - Need to "smooth out" city boundaries for service delivery efficiencies, and to ensure that all communities adjacent to Naples Bay are part of the city so pollution problems can be addressed more effectively
  - Create a future annexation area boundary, and link to water and sewer service area agreement with county
  - Opportunity for Naples residents to vote on significant future annexation proposals
  - A process spelling out the steps that must be taken for annexations to be considered by the city
  - Agreement on the criteria that must be met for annexations to be considered:

- Compatibility of new with existing residents with respect to demographics, and openness and accessibility of streets and community facilities
- Financial impacts on city
- Service delivery efficiencies
- Water and sewer service availability and provision
- Consideration of future annexation based on experiences with past annexations, successful and unsuccessful.

### **Annexation Issues**

- When asked which annexation policy they preferred respondents were not overwhelmingly in favor of any one of the options given. However, establishing a new annexation policy was preferred by 36 percent (35.7 percent). About one third (33.5 percent) preferred developing a strategic annexation policy while 31 percent (31.8 percent) preferred continuing with the current annexation policy.
- More than half of the respondents (56.6 percent and 53.6 percent respectively) felt that the ability of current residents to have access to their officials and to vote on significant annexations is very important. They also felt that it is very important that current residents have the ability to influence City Council decisions (48.4 percent) and that the city has greater ability to impact County government decisions growth and other issues.
- About 24 percent respectively (23.8 percent and 23.1 percent) felt that lowering property taxes by bringing in more commercial properties and financial benefits to the City in the form revenues were not important at all.

The following is taken from the public opinion survey results:

When asked which annexation policy they preferred respondents were not overwhelmingly in favor of any one of the options given. However, establishing a new annexation policy was preferred by 36 percent (35.7 percent). About one third (33.5 percent) preferred developing a strategic

annexation policy while 31 percent (31.8 percent) preferred continuing with the current annexation policy.

Next, respondents were given six annexation criteria and asked how important each was for them. More than half of the respondents (56.6 percent and 53.6 percent respectively) felt that the ability of current residents to have access to their officials and to vote on significant annexations is very important. They also felt that it is very important that current residents have the ability to influence City Council decisions (48.4 percent) and that the city has greater ability to impact County government decisions growth and other issues.

About 24 percent respectively (23.8 percent and 23.1 percent) felt that lowering property taxes by bringing in more commercial properties and financial benefits to the city in the form revenues were not important at all.

### ***Transportation***

Traffic congestion leads the list of concerns on the minds of Naples residents, according to the opinion survey. During the focus groups and interviews, respondents were concerned about traffic congestion, but expressed interesting views about it. Many suggested traffic congestion is largely “in the eyes of the beholder”; that is, the problem is relative to one’s background, experience and expectations. Many observed that most traffic congestion occurred during the season, and that the problem is attributable to visitors and commuters driving into Naples. Another observation was that traffic congestion is at its worst in the areas adjacent to, but outside the city and on major county and state roads, not on city streets per se.

From a comprehensive planning and concurrency management perspective and by comparison with other Florida cities in high-growth areas, Naples’ traffic problems are not considered overly-problematic. Levels of service on major state and county maintained roads within the City are established at relatively low levels (D and E on an A {highest} to F {lowest} scale). This may help explain the concerns expressed in the citizens’ opinion survey, but it should be noted that levels of service at D and E on state and county roads is not unusual in growing Florida regions. The adopted level of service for City streets is C. This



level is being maintained with the single exception of a constrained 5<sup>th</sup> Avenue South between U.S. 41 and Gulf Shore Boulevard.

The survey findings follow:

- The most important problem facing the City of Naples was traffic congestion, mentioned by about one third of the respondents (30.3 percent). Other high priority issues were population growth (18.1 percent), affordability (13.1 percent), building issues (11.4 percent), and quality and lifestyle issues (9.7 percent).
- For the vast majority of city residents (80 percent) traffic congestion is a very significant (63.9 percent) or significant (16.1 percent) issue.
- Respondents were about equally split when asked if they would want the city to seek diversion of traffic on 41 to other north-south roadways even if there was a negative impact on businesses along 41 (yes 46.1 percent; no 42.6 percent).

For the vast majority of city residents (80 percent) traffic congestion is a very significant (63.9 percent) or significant (16.1 percent) issue. About 14 percent (13.7 percent) felt it is a somewhat significant issue and 6 percent (5.8 percent) felt it is not an issue at all for them.

Respondents were about equally split when asked if they would want the city to seek diversion of traffic on 41 to other north-south roadways even if there was a negative impact on businesses along 41 (yes 46.1 percent; no 42.6 percent). About 11 percent (11.3 percent) were not sure.

### ***Work Force Housing***

The City of Naples itself has an affordable housing or work force housing problem “on steroids”. Single family housing prices inside Naples are extraordinarily high. This is why those participating in interviews, town hall meetings and focus groups suggested that the solution to work force housing shortages lay outside Naples. As the City redevelops, there may be

opportunities to link development approval processes to affordable or work force housing requirements.

Work force housing was considered important or very important to 64% of the respondents in the opinion survey.

Other research produced the following observations and concerns:

- Define problem as including work force housing and housing needs of residents challenged by housing costs generally
- Undertake a mix of strategies
- View housing as an element of the city's infrastructure
- Link solutions to development of regional mass transit system
- Solutions lay in providing affordable housing in the unincorporated area, not the city.

There was special concern expressed about the ability to attract and retain service workers (including public servants like teachers, police, and fire personnel) to Naples. Concern also was expressed about the commuting costs of service workers being passed on to the services they provide to Naples residents and visitors, driving up prices in ways the presence of reasonably close affordable housing would mitigate.

#### ***Clean-up of Naples Bay and Other Water Bodies***

Major progress currently is being made in the overall intergovernmental initiative to clean-up Naples Bay. The City of Naples is playing several key roles in this clean-up effort. The City facilitates and supports the work of other major stakeholders, including the South Florida Water Management District, Collier County, the Natures Conservancy, and others under the banner of the Naples Bay Watershed Initiative. A key decision by the City is whether to increase its commitment to storm water management. The research for the Vision Plan clearly indicates strong support for clean up efforts, and a willingness by Naples residents to increase storm water utility fees.

- More than half of the respondents interviewed (61 percent) said they are very concerned (37.2 percent) or concerned (24.9 percent) about the

water quality of Naples Bay. About one in five said they are somewhat concerned (21.6 percent), 13 percent (13.4 percent) are not at all concerned about the water quality of Naples Bay.

- When prompted that one factor contributing to poor water quality in Naples Bay is storm water run off from the city, more than half (58.2 percent) felt that they would be willing to increase the current water fee to clean up storm water run off from the city. About 42 percent (41.8 percent) said they were not willing to increase water fees.
- About 36 percent (35.5 percent) were willing to pay \$2 more per month while 46 percent (19.6 percent \$6 more; 26.4 percent more than \$6 per month) were willing to pay \$6 or more per month to clean up storm water run off in Naples Bay. Nineteen percent (18.8 percent) were willing to pay \$4 more per month.

More than half of the respondents interviewed (61 percent) said they are very concerned (37.2 percent) or concerned (24.9 percent) about the water quality of Naples Bay. About one in five said they are somewhat concerned (21.6 percent), 13 percent (13.4 percent) are not at all concerned about the water quality of Naples Bay and about 3 percent (2.9 percent) were not sure or did not know how concerned they were about the water quality of Naples Bay.

When prompted that one factor contributing to poor water quality in Naples Bay is storm water run off from the city, more than half (58.2 percent) felt that they would be willing to increase the current water fee to clean up storm water run off. About 42 percent (41.8 percent) said they were not willing to increase water fees to clean up storm water run off from the city.

About 38 percent (35.5 percent) were willing to pay \$2 more per month, 19 percent (18.8 percent) \$4 more per month, 20 percent (19.6 percent) \$6 more per month, and 26 percent (26.4 percent) were willing to pay more than \$6 more per month to clean up storm water run off in Naples Bay.



### ***Redevelopment and Downtown Issues***

Many redevelopment and downtown issues were raised during the research. Issues include:

- Traffic management
- More public parking
- Pedestrian access
- Downtown goes parking in residential areas
- Parking space requirements in new and redevelopment
- Parking requirement incentives for targeted businesses
- Noise control
- Special events management
- Public education about redevelopment strategies
- Review marketing vision for downtown
- Mega house impacts

The following redevelopment and downtown issues were addressed in the public opinion survey:

- Noise associated with commercial activities (28.4 percent), entertainment (26.1 percent) and attracting tourists to the City of Naples (26.0 percent), were rated as very important by about one in four of the respondents respectively.
- The majority felt that the ambience of Fifth Avenue South has improved (59.7 percent) while 22 percent felt it has stayed about the same and 16 percent felt it declined.
- The majority of city residents (62.8 percent) felt that parking along the business district on Fifth Avenue South is a problem and almost half of the respondents (46.6 percent) felt that there is a parking problem along the business district of Third Street South.
- About 40 percent (39.6 percent) felt there is not a parking problem along Third Street South.
- Almost two-third of the respondents (63.2 percent) favors construction of new parking garages in the business district of
- Public parking garages with mixed use of retail, commercial, and residential use were favored by a majority (63.3 percent).

- About 37 percent (36.7 percent) favored exclusive public parking garages.
- Almost half of the respondents (48.0 percent) would **not** encourage the City of Naples to foster development concepts that offer below market rent to support basic commercial businesses in appropriate city owned properties (i.e. parking garages or other city facilities) while 42 percent **would**.

When asked if the ambience of Fifth Avenue South has changed in the last five years or as long as they have lived there the majority felt that it has improved (59.7 percent) while about 22 percent (21.9 percent) felt it has stayed about the same and 16 percent (15.5 percent) felt it has declined. About 3 percent (2.8 percent) were not sure.

The majority of city residents participating in the survey (62.8 percent) felt that parking along the business district on Fifth Avenue South is a problem. About one-fourth (25.3 percent) felt that parking along Fifth Avenue South is not a problem and about 12 percent (11.9 percent) were not sure.

Similarly, almost half of the respondents (46.6 percent) felt that there is a parking problem along the business district of Third Street South. About 40 percent (39.6 percent) felt there is not a parking problem and about 14 percent (13.9 percent) were not sure.

Almost two-third of the respondents (63.2 percent) favor construction of new parking garages in the business district of Fifth Avenue South. About 29 percent (28.6 percent) do not favor construction of new parking garages in the Fifth Avenue South area and about 8 percent (8.2 percent) were not sure.

Public parking garages with mixed use of retail, commercial, and residential use were favored by a majority (63.3 percent). About 37 percent (36.7 percent) favored exclusive public parking garages.

Opinions on offering below market rents in appropriate city facilities received almost equally split reactions. Almost half of the respondents (48.0 percent) would not encourage the City of Naples to foster development concepts that offer below market rent to support basic commercial businesses in appropriate

city owned properties (i.e. parking garages or other city facilities) while 42 percent would. About 11 percent (10.9 percent) were not sure.

### ***Affordability***

During the interviews, focus groups, and town hall meetings, many residents raised affordability issues that are currently of concern to Floridians generally. These include the following:

- High cost of property insurance
- FEMA insurance requirements
- State property tax policy, including Save Our Homes portability, increasing the homestead exemption and other proposals being discussed at the state level
- (Workforce/Affordable housing issues are addressed separately)

In the public opinion survey, the following affordability issues were addressed:

- The most important problem facing the City of Naples was traffic congestion, mentioned by about one third of the respondents (30.3 percent). Other high priority issues were population growth (18.1 percent), **affordability (13.1 percent)**, building issues (11.4 percent), and quality and lifestyle issues (9.7 percent).

### ***Green Space, Beach and Recreation***

Residents of Naples place a high priority on the quality of the beach, landscaping and green space, and recreation. It is clear from the research that Neapolitans value the natural environment and an active lifestyle. The following issues were identified:

- Acquire more green space
- Develop public property for parks
- Preserve Gordon River Greenway
  - Develop more bikeways and sidewalks
  - Beach Issues
    - Red Tide
    - Erosion



- Parking/access
- The citizens' opinion survey found:
  - Quality of life issues such as good health care service (74.8 percent) and beach preservation (74.8) were rated as very important most frequently. However, cleanliness of down town shopping areas (65.0 percent), maintaining small town feel (63.6 percent) and workforce housing (50.2 percent) followed closely as being very important. Cultural activities followed with 44 percent. Landscaping city property and use of city beaches by county residents followed with 39 percent and 38 percent respectively (rated as very important).
- The majority (65.9 percent) of the respondents would support the city's use of right-of-way to construct bike paths and sidewalks while 27.5 percent would not.
- The majority of the respondents (55.9 percent) would **not** support an increase in taxes or fees to accelerate building of sidewalks on major streets within the city. About 36 percent (35.8 percent) **would** support taxes or fees. Another 7 percent (6.9 percent) **might** support such action.

The majority (38.0 percent very supportive; 16.3 percent supportive) also supported building a sidewalk and/or bike path along Gulfshore Boulevard between Fifth Avenue and the Pier (54.3 percent). About 15 percent (14.6 percent) were somewhat supportive and 28.0 percent were not at all supportive of building sidewalks or bike paths between Fifth Avenue South and the Pier. Three percent did not know or were not sure.

The majority (65.9 percent) of the respondents would support the city's use of right-of-way to construct bike paths and sidewalks while 28 percent (27.5 percent) would not and about 7 percent (6.5 percent) were not sure.

However, the majority of the respondents (55.9 percent) would not support an increase in taxes or fees to accelerate building of sidewalks on major streets within the city. About 36 percent (35.8 percent) would support taxes or fees to accelerate building of sidewalks within the city and another 7 percent (6.9 percent) might support such action. About 1 percent (1.4 percent) were not sure.

### ***Governance***

During the interviews, focus groups, and town hall meetings, several suggestions were made to improve the process of governance of the City and region.

- Full cost-sharing interlocal agreements with the county that address impacts of non-city residents' uses of city-owned public facilities, including parks and beach parking
- Conduct a study of the impacts of regional growth on the carrying capacity of Naples infrastructure and services, including a financial plan addressing needed revenues and costs of impacts
- Address alignment of city service delivery systems and infrastructure with demands of city and regional growth, paying special attention to:
  - Attracting and retaining qualified city personnel
  - Maintaining a responsive, customer-friendly approach
  - More flexibility in zoning and building codes and code enforcement
  - Expansion of water reuse
  - Airport noise
  - Boat speeds in cooperation with other regulating agencies
  - More public facilities and services for kids
  - Maintain high aesthetic standards for landscaping and signage
  - A growing crime problem
- Emphasize City participation in organizations and efforts to address problems from a regional perspective, including:
  - Development of a water supply plan for the City
  - Affordable/Work force housing
  - Homelessness
  - Transportation
  - City support for regional economic development, with emphasis on diversification of the economy and high-wage job creation
  - Water supply plan
  - Water concurrency standards
  - Water conservation and reuse
  - Other targeted issues

- Consider supporting a county charter for Collier County that:
  - Addresses method of election of county commissioners to promote greater representation for Naples
  - Reforms that promote more efficient and effective governance



## Section Two: The goals

There are five goals (along with some sub-goals) that will ensure that the distinctive character and culture of Naples is preserved. These goals, along with explanatory comments, are listed below.

The core goal:

1. Preserve the Town's distinctive character and culture

The critical element goals:

2. Make Naples the green jewel of southwest Florida
  - a. Restore Naples Bay, protect beaches and other key waters
  - b. Promote community sustainability and environmental conservation
  - c. Establish more open and green space in the City
3. Maintain an extraordinary quality of life for residents
  - a. Maintain and improve public amenities for residents
  - b. Promote community health
  - c. Enhance mobility in the city
  - d. Maintain and enhance public safety
4. Strengthen the economic health and vitality of the City

The enabling goal:

5. Maintain and enhance governance capacity for public service and leadership

## Discussion of the Goals

The core goal is the focus of the plan. It is the goal directly tied to the vision for the future and the goal that expresses the desires of community members for their city. The core goal addresses the experience of life in Naples.

Achievement of this goal represents the standard against which the overall success of this plan is judged

Critical element goals consist of more tangible efforts that in combination help achieve the core goal. They are important and valued in their own right, but are judged by their contribution to, and consistency with, the core goal

The enabling goal is a means to an end. It supports or “enables” the prior goals.

#### The Core Goal

1. Preserve the City’s distinctive character and culture by maintaining the small town “feel and look” of the City

Residents clearly want to preserve the special nature of Naples. Preserving the specialness of Naples has several dimensions. One is maintaining the existing scale and character of the community so that Naples is not transformed into a high rise community. A second is maintaining those social functions, public or private, that give the community the events that make it special. A third is maintaining the beauty of the City, both in its natural areas and in its developed parts. A fourth dimension is keeping an ambiance and experience which is often described as “small town”. Small town is a matter of perception. When residents of Naples use the term they envision a community where:

- People are generally well-acquainted and well-connected;
- Interactions with the Town Government are personal, convenient, and productive.
- There is strong sense of personal safety;
- There are many locally owned and operated businesses;
- The built scale of the city is low and mid rise;
- The ability to walk or bike around the City is widespread;

Another dimension of this goal is building the social capital that is often associated with small towns where there is a web of relationships helping build a sense of a community working together for the common good. The ability to respect various community perspectives while seeking

balanced solutions to common problems is an important dimension of this goal.

Of all the goals of this plan, this is the most ephemeral. But that does not diminish its significance or importance to residents. This goal at its core addresses the psychological and emotional experience of the community as a place that is different from other communities. When the term distinctive is used it refers to dimensions such as:

- The non-gated character of the community;
- Private residences instead of high rise condominiums along the gulf;
- Multiple beach access points;
- The mix of housing types;
- The array of recreational and cultural opportunities;
- 5<sup>th</sup> Avenue South and 3<sup>rd</sup> Street;
- The low-mid rise nature of buildings;
- The relationships among community members

## The Critical Element Goals

### 2. Make Naples the green jewel of southwest Florida

This goal consists of three overlapping sub-goals which are summarized below.

#### a. Restore Naples Bay, protect beaches and other key waters

The natural environment is another distinctive feature of Naples and a significant reason, along with weather, for attracting people to the City. There is a high level of concern for the environment which is often expressed particularly with respect to Naples Bay and the beaches. Survey and focus group data indicate the level of concern is high enough that residents are willing to increase stormwater fees for restoration.

#### b. Promote community sustainability



Rising energy costs, the climate change discussion and new technologies that are changing the cost calculations for “green” buildings and practices have made this topic timely. A number of city governments nationwide are undertaking “green” initiatives with respect to their own practices as well as encouraging private initiatives. This goal seeks to promote Naples adopting those best practices appropriate to its geographical location.

c. Establish more open and green space in the City

Residents clearly value the physical environment of Naples which includes open and green spaces. These spaces buffer or lessen an experience of “excessive density” while being integral to the sense of Naples as a small town. The quality with which these spaces are maintained are a key feature of what residents see as the distinctiveness and quality of Naples.

3. Maintain an extraordinary quality of life for residents

a. Maintain and improve amenities for residents

Amenities include a broad array of public or private services. From the public perspective it includes passive and active parks, sidewalks, bike paths, landscaping, and recreational programs. From the private perspective it includes arts and culture, entertainment, dining, shopping and other privately provided services.

b. Promote community health

Issues of public and personal health continue to increase in significance. Active physical activity is clearly valued by many residents for both recreational and health reasons. Research studies indicate the baby boomer retirement lifestyle likely to be a highly active one. Provisions of public spaces that allow for active lifestyles as well as programs that encourage healthy practices are the practical consequences of this goal.

c. Enhance mobility in the city

Traffic congestion is a major complaint of residents. While much of the congestion occurs outside of the City in the County, there are traffic-related issues within the City. These include construction vehicles on City streets, parking and traffic through neighborhoods. In addition there is an expressed desire for more alternatives to automobile use.

d. Maintain and enhance public safety

There appears to be a high level of satisfaction with public safety services which include police, fire, emergency medical, and disaster response. Maintaining this high level of service is a "given" as far as expectations for the future involve.

4. Strengthen the economic health and vitality of the City

As a retirement and destination community the economy of Naples is primarily dependent upon the secured incomes of its residents. Clearly tourists and visitors contribute to the economy, particularly the commercial areas of 5<sup>th</sup> Avenue S. and 3<sup>rd</sup> Street. Unlike many cities, the economic well being of Naples is not tied to an employer or group of employers. While Naples may be buffered from some economic trends, it is not independent of these trends. Maintaining the viability of local businesses is important not only for the tax base but for ensuring that residents have the amenities they desire.

## The Enabling Goal

5. Maintain and enhance governance capacity for public service and leadership

As a small town in a growing county and region, Naples has to act in concert with other governmental jurisdictions to accomplish its goals. To meet the expectations of its residents for a quality community, public services need to be consistently performed at a high level of quality and productivity. The goal seeks to enact strategies that will ensure a well-run local government that can participate as a leader on the larger issues that impact the quality and future of Naples.

## Section Three: Strategies & Actions

Strategies are approaches consisting of specific action steps that lead to one or more goals being accomplished. They represent a concrete program of work toward the vision. Rarely does a strategy by itself fully accomplish a goal; more often it takes several strategies. However, a strategy may well contribute to more than one goal.

Some of the strategies presented below are self-explanatory and are presented as a direct strategy statement. Others may require some background comment and that is provided in a sub-text. Strategies are not listed in any priority order. They are grouped by some general topic similarity solely for organizational purposes.

### 1. Maintain beach renourishment and protection efforts

This strategy would include:

- Support continued monitoring of the quality of sand used to re-nourish beaches;
- Consideration of alternative methods of beach cleaning which would better protect the natural and wildlife features of the beach.

### 2. Continue planned open space, park and recreation facility and program enhancements and improvements

This strategy would include such actions as:

- Developing Pulling Park property along the Gordon River;
- Continue Fleishman Park improvements with county participation;
- Assessment of River Park pool improvements;
- Expansion of the number of cultural programs and activities;
- Developing a Crayton Cove Master Plan for public use of Naples Bay;
- Development of additional public facilities and services for children;
- Identification and development of more green space opportunities in the 41-10 area and individual neighborhoods;



- Annexation of Keewaydin Island.
- Prepare data on recreational facilities use patterns for fair share funding discussions with the County

3. Develop a city pathway system

This strategy places particular emphasis on developing pathway connections with schools and existing or planned greenways, sidewalk interconnections and better defined crosswalks. It would include actions such as:

- Implementation of existing pathway studies;
- Strategic annexations that would provide more pathway options for residents;
- Joint projects with the County.

4. Maintain the beauty of the community

The intent of this strategy is that the high aesthetic standards of the City will be maintained and improved in the future. Some specific actions to fulfill this strategy include:

- Maintain the quality of landscaping in public areas;
- Maintain high quality signage;
- Maintain requirements for private landscaping, particularly in commercial areas;
- Maintain clean-up schedules on public right of ways and in commercial areas;
- Support re-investment and improvements in commercial areas;
- Maintain a debris removal effort along with a plan for debris removal in disaster situations;
- Take advantage of any opportunities to place electric utilities underground.

5. Support public-private and private efforts to protect the City's historic sites and structures

This strategy would include actions such as:

- Review and expand the city's historic district designations;
- Create more incentives for remodeling and renovation;
- Support efforts to educate the public about Naples's history.

6. Adopt an annexation policy

The intent of this policy is to increase the control the City exerts over annexation and focuses annexation on those areas that are of strategic benefit to the City with the prime (but not only criterion) being whether the annexation serves to maintain the character and culture of Naples. Special attention should be paid to annexation process steps, criteria, whether to target future annexation areas, and whether and in what circumstances voter referenda should be held.

This strategy would include actions such as:

- Continuation of current case by case approach
- Publication of an annexation policy statement that indicates:
  - Primary purpose of any annexation is to protect character and culture of Naples
  - No intent of an aggressive expansionist annexation strategy
- Consideration and adoption of specific criteria to determine strategic benefit such as:
  - Impact on the small town character;
  - Impact on the level or quality of existing services to residents;
  - Increase in City's ability to influence or control development that would impact Naples;
  - Consistency of the area under consideration with the character of Naples;
  - Impact on existing city residents access to City officials;
  - Impact on the voting power of existing city residents;
  - Transportation impacts;
  - Use of city services by residents of area being considered for annexation.
  - Presence within the City's utility service area
  - Financial benefits and costs

- Public referendum on areas of significant impact to the City

7. Develop more transportation options while increasing the control the City has over transportation routes

This strategy would include actions such as:

- Complete a motorized and non-motorized traffic study to optimize circulation, and an implementation plan.
- Examine feasibility of re-routing 41 and establishing existing 41 as business 41 with City having greater control over traffic on business 41.
- Develop ways to protect single family neighborhoods from traffic congestion, including consideration of traffic calming programs and delineated truck routes.
- Manage impacts on community of Golden Gate overpass through traffic diversion and other approaches

8. Develop more parking options

The intent of this strategy is to lessen public parking in residential neighborhoods while providing more parking to support local businesses. It is also to plan for impacts on downtown parking needs of newly developed town centers outside the city, and redeveloped commercial and retail areas inside the city. Specific actions that could implement this strategy include:

- Development of additional parking garages. The public opinion survey indicated a preference for "hybrid" parking garages that offer retail space that traditional public parking garages do not.
- Establish a well understood and accepted methodology for calculating parking space needs.

9. Maintain the quality of the Naples recreational experience

The intent of this strategy is to ensure that the recreational experiences that draw people to Naples remain enjoyable, safe and of high quality. Some specific actions include:

- Address boat speeds in cooperation with other regulating agencies;



- Work collaboratively with Collier County to address beach access issues;
- Maintain the quality of the parks and recreational programs;
- Ensure County pays fair share of beach access costs.

10. Enhance the quality of the residential experience of Naples

The intent of this strategy is to promote the safety, ambiance, beauty, and quietness of life in neighborhoods in balance with property rights and the needs of the larger community. Some specific actions by which this strategy would be implemented include:

- Eliminate parking in residential area by downtown visitors by providing additional parking capacity;
- Review with residents their willingness to support effective policies to address the "mega-house" redevelopment issue;
- Improve noise control systems outside of commercial establishments adjacent to residential areas;
- Continue to work with Airport to manage and reduce airport noise.
- Develop better planning and control of impacts on residents from special events downtown;
- Establish work groups of business owners, property owners and residents to address issues of concern regarding noise or other issues.

11. Maintain the diverse aspects of small town life

The intent of this strategy is to protect and promote a level of community diversity that will help Naples retain its small town character while continuing to make it an interesting City attractive to current and new residents. Diversity includes not only cultural diversity but retail, socio-economic and lifestyle. Some specific actions that would implement this strategy include:

- Develop and execute a State lobbying strategy, consistent with City revenue and budgeting needs, in collaboration with Collier County and other appropriate stakeholders to address affordability issues of taxes and insurance and associated public policy concerns;
- Promote diversity of housing and lifestyle choices consistent with character of Naples;

- Foster better public understanding and acceptance of city redevelopment strategies in the 41-10 district, especially higher densities allowances as incentives for mixed use; and disincentives for “big box” retailers;
- Use parking requirement flexibility as an incentive for businesses that primarily serve needs of local residents.

12. Support regional development of workforce housing

The intent of this strategy is to ensure that workforce housing is available and close to Naples so that the service economy of Naples is not disrupted. Some specific actions that could implement this strategy include:

- Promote through incentives the development of workforce housing within the downtown redevelopment area and other areas of the City;
- Identify ways to preserve existing affordable rental and homeownership, especially with respect to the George Washington Carver Apartments;
- Continue participation in regional workforce housing efforts.

13. Support “community character consistent” redevelopment that adds amenities for residents

This strategy recognizes that redevelopment will be the primary type of development that occurs in the future and that the City needs to manage redevelopment toward the vision of Naples as a high quality small town. Specific actions this strategy could use include:

- Examination of more flexibility in zoning and building codes to achieve desired results with respect to design or impacts;
- Use parking requirement flexibility as an incentive for businesses that primarily serve needs of local residents;
- Develop appropriate implementation plans after review of the Trent Green Report for 5<sup>th</sup> Avenue South and US 41 East; among other recommendations:
  - Consider corridor overlay district
  - Consider creation of a town center at 4 corners;

- Develop appropriate implementation plans after review of the Andres Duany Report recommendations for 5<sup>th</sup> Avenue South; among other recommendations address:
  - Traffic management
  - A west end parking garage
  - Improved pedestrian access
  - Park Street Plaza;
- Foster better public understanding and acceptance of city redevelopment strategies, especially higher densities allowances as incentives for mixed use; and disincentives for “big box” retailers;
- Examine the City’s land development code and amend it to assist with implementation of redevelopment strategies.

14. Maintain the viability of the commercial areas of the City.

The intent of this strategy is to ensure that the commercial areas of the City remain viable, particularly with respect to services of value to residents. This strategy requires on-going balancing of business needs with the interests of residents. Some specific actions include:

- Foster public understanding that downtown has become by virtue of regional private market forces a venue for tourists and people from outside the city, and adjust city policies, services, and infrastructure accordingly;
- Broaden the development and marketing vision for downtown to include not only a venue for tourists and people from outside the city but as a place residents will use and enjoy;
- Foster better public understanding and acceptance of city redevelopment strategies, especially higher densities allowances as incentives for mixed use; and disincentives for “big box” retailers;
- Establish work groups of business owners, property owners and residents to address issues of concern.

15. Adopt and promote one of the Healthy America programs

The intent of this strategy is to deliberately encourage residents to engage in healthier lifestyles. Some specific actions could include:



- Review of existing programs designed for community health promotion such as Healthy America 2010 or the National Governor's Association Healthy America program;
- Formation of partnerships with School Board, Hospital, other major employers;
- In concert with pathway strategy develop a more walkable or bikeable City;
- Development of city facilities that encourage physical activity.

16. Continue and strengthen the City's leadership role in environmental protection and regional/community sustainability

The intent of this strategy is to protect the environmental assets of Naples, such as the bay and the beach, while at the same time engaging in practices that are more environmentally friendly in a global sense. Such a strategy requires not only local actions under the control of City residents but active participation and leadership with others in the region, state and nation. Some specific actions that could be considered include:

- Actively participate in regional water and environmental forums;
- Maintain up to date water supply plans and investments;
- Adoption of Florida Green Building standards;
- Expand water reuse system and capacity;
- Work collaboratively with other public agencies to support solutions to red tide;
- Continue participation in the Naples Bay Watershed Initiative and the Surface Water Improvement and Management Plan;
- Partner with Collier County to establish a ring of natural filter marshes around Naples Bay to capture storm water runoff;
- Support efforts by the Big Cypress Basin (South Florida Water Management District) to divert large amounts of water currently entering Naples Bay from the Golden Gate Canal to the south and out of the Naples Bay watershed;
- Adopt U.S. Conference of Mayor's Climate Agreement;
- Participate in Florida and National League of Cities and U.S. Conference of Mayors forums on environmental issues;

- Review approaches being considered by other cities or best practices adopted by other cities. Included in this review should be:
  - Examination of alternative fuels for the City's fleet
  - Water conservation
  - Electricity conservation
  - Examination of new waste to energy technologies;
- Enhance the stormwater management system. This action would consider increases in the storm water fee to fully fund a storm water capital improvements initiative that will benefit Naples Bay and other water bodies, and generally benefit storm water management throughout the City;
- Work with Florida Power and Light on energy conservation methods the City as an entity and local businesses and residents could institute as well as begin discussions on net metering for residents or businesses that decide to invest in solar energy.

17. Maintain a safe community

The intent of this strategy is that Naples remains a safe community in all senses of that term. Specific actions which will enact this strategic initiative include:

- Maintenance of adequate public safety staffing and response times;
- Maintenance of public safety credentials including accreditation, certifications, etc;
- Maintenance of public safety infrastructure including equipment and public works capacities;
- On-going relationships with the community as to their desires, concerns and expectations;
- Maintenance of public safety plans, in particular disaster response plans.

18. Maintain and enhance governance capacity for public service and leadership

The intent of this strategy is to ensure that the City has the infrastructure and organizational capacity to enact the above strategies while also meeting emerging needs and issues. It is also the intent of this strategy to utilize the extensive expertise of Naples residents to resolve public policy issues. Some specific actions include:

- Maintain accredited and licensed status. Many city functions and personnel require some credential for their work or function. These credentials must be maintained to ensure residents receive a high quality of service.
- Maintain up to date plans, particularly disaster response plans.
- Establish a strategy management system to manage this plan (see Section 5);
- Address alignment of city service delivery systems and infrastructure with demands of city redevelopment and regional growth;
  - This will require a study consisting of an analysis of projected demand on services and benchmarking the city's levels of service against similar municipalities.
- Develop time-limited and role specific projects related to the vision plan and seek citizens with specific skills to participate in those projects;
- Actively participate in regional governance forums;
- Continue to seek participation of Naples residents on regional forums that draw on their expertise and interest.
- Attract and retain qualified city personnel through competitive salary and benefits in an excellent workplace;
- Continue adherence to best management practices;
- Conduct cost/benefit studies on any major capital item;
- Encourage regional solutions;
- Maintain a responsive, customer-friendly approach;
- Continue planning and funding for adequate capital maintenance.

19. Increase citizen involvement and engagement with City Government



The intent of this strategy is to broaden and enrich citizenship on the part of Naples residents. Some specific actions could include:

- Conduct annual satisfaction survey formally or in the newspaper;
- Various board, particularly the Planning Advisory Board, regularly hold informal meetings with invited citizens to keep the pulse of the community;
- Conduct periodic web or newspaper based straw polls on topical issues;
- Continue to secure residents who will serve on regional forums, town committees and boards;
- Develop time-limited and role specific projects related to the vision plan and seek citizens with specific skills to participate in those projects;
- Offer on a regular basis "citizen" academies;
- Create a formal schedule for the City Council to speak at neighborhood or condominium associations.

## Section Four: The Strategic Initiatives

The section presents five strategic initiatives based on the five goals of the vision plan. Under each initiative the strategies appropriate to that initiative are presented.

### 1. Preserving the Town's distinctive character and culture

Strategies:

- Maintain beach renourishment and protection efforts.
- Continue planned open space, park and recreation facility and program enhancements and improvements.
- Maintain the beauty of the community
- Protect the City's historic sites and structures
- Adopt an annexation policy.
- Develop more parking options.
- Maintain the diversity characteristic of a small town

- Support “community character consistent” redevelopment that adds amenities for residents including walkability and public space
- Maintain a safe community

2. Naples as the green jewel of southwest Florida

Strategies:

- Continue planned open space, park and recreation facility and program enhancements and improvements.
- Develop a city pathway system
- Maintain the beauty of the community
- Adopt an annexation policy.
- Continue and strengthen the City’s leadership role in environmental protection and community sustainability

3. Resident quality of life

Strategies:

- Continue planned open space, park and recreation facility and program enhancements and improvements.
- Develop a city pathway system that includes Gordon River & pathways across US 41
- Maintain the beauty of the community
- Adopt an annexation policy.
- Develop more transportation options while increasing the influence the City has over transportation routes.
- Develop more parking options.
- Maintain the quality of the Naples recreational experience
- Enhance the quality of the residential experience of Naples.
- Support regional development of workforce housing.
- Support “community character consistent” redevelopment that adds amenities for residents.
- Maintain the viability of the commercial areas of the City
- Adopt and promote one of the Healthy America programs
- Maintain a safe community

4. Economic health and vitality

Strategies:

- Develop a city pathway system
- Adopt an annexation policy.
- Develop more transportation options while increasing the control the City has over transportation routes.
- Develop more parking options.
- Maintain the quality of the Naples recreational experience
- Enhance the quality of the residential experience of Naples.
- Maintain the characteristic diversity of a small town.
- Support regional development of workforce housing.
- Support “community character consistent” redevelopment that adds amenities for residents.
- Maintain the viability of the commercial areas of the City
- Maintain a safe community

5. Citizenship, public service and leadership

Strategies:

- Support regional development of workforce housing.
- Continue and strengthen the City’s leadership role in environmental protection and regional and community sustainability
- Maintain and enhance governance capacity for public service and leadership
- Increase citizen involvement and engagement with Town Government
- Maintain quality of the Town’s public services
- Adopt an annexation policy



## Section Five: Implementing and Managing the Plan

The ultimate value and test of the plan is dependent upon its implementation. There are a number of procedures and approaches to managing plan implementation under the rubric of a strategy management system. Regardless of specific techniques, the keys to a successful strategy management effort include:

- Regular tracking and reporting on progress and status, with periodic governing board review;
- An organizational accountability system that clearly assigns responsibilities and the holds people accountable for those assignments;
- At a minimum annual updating of the plan by the Governing Body;
- Linkages to existing organizational processes such as the annual and capital budgeting processes, planning cycles and regulatory review;
- Episodic reports to the community.

Once the Council has adopted the plan, the details of the strategy management system will be designed by the staff and consultants.

Document Tracking			
Version	Editor/Reviewer	Date	Approval
1.0	HM	5.17.07	
1.a	LA	5.19.07	
1.b	HM	5.20.07	
1.c.	HM	5.21.07	
1.d.	HM	5.30.07	
1.e	Council	6.4.07	
Final	Council	6.13.07	Approved on 6.13.07

City of Naples, FL  
Vision Assessment Data  
Summary Report 2019



## Appendix B: Naples Vision Original Survey Responses

[https://www.naplesgov.com/sites/default/files/fileattachments/planning/page/27021/data\\_2019visionsurvey.xlsx](https://www.naplesgov.com/sites/default/files/fileattachments/planning/page/27021/data_2019visionsurvey.xlsx)