Design Review Handbook

December 2023

Prepared by
Design Review Board
City of Naples

TABLE OF CONTENTS

PREFACE

The purpose of Design Review is to promote the public health, safety and general welfare by reviewing proposed petitions and recommending regulations necessary to:

- Preserve existing areas of natural beauty and cultural importance
- Assure that buildings and structures, along with associated signage, landscaping, lighting or other development, contribute in a positive way to the public environment of the city
- Prevent the development of structures or uses which are not of acceptable exterior design or appearance or are of inferior quality or likely to have a depreciating effect on the public environment, or surrounding area, by reason of appearance or value
- Consistent with other provisions of this Code, eliminate conditions, structures, along with associated design, landscaping, lighting, and signage, which by reason of their effect tend to degrade the appearance, health, safety or general welfare of the community
- Provide a continuing source of programs and means of improving the city's public environment.

Design review is intended to be a process for owners, architects, design professionals and developers to work toward achieving a better community through attention to simple design principles. Those principles are identified in the guidelines of this handbook. Specific submittal requirements and criteria for application review are described in Section 50-241 of the City of Naples Code of Ordinances.

Design review is not intended to address zoning issues. Please refer to the City of Naples Code of Ordinances for zoning regulations. If these design guidelines conflict with provisions of the Code, the latter shall prevail. The City of Naples Design Review Board (DRB) is an appointed volunteer body with experience and expertise to discuss and review the design of a project as it relates to the guidelines and the Naples community. The composition of the Board shall be consistent with the requirements of Section 2-471 of the Code of Ordinances.

DESIGN REVIEW PROCESS

The Design Review Board considers aspects of architecture, landscape architecture, lighting and signage in Commercial, Multifamily, Planned Development, Industrial, and Public Service zoning districts for the following projects:

- A new principal building or structure
- An addition that is greater than 1,000 square feet to an existing structure
- A substantial change to the façade of any building or structure,

Buildings and structures in single family residential zoning districts are not subject to design review.

What is the design review process?

A. Pre-Application

First, meet with the Planning Department. At this meeting the petitioner receives a copy of the city's design guidelines and any applicable design guidelines contained within the City of Naples Code of Ordinances. ~~Comprehensive Development Code~~. Staff shall determine whether the project's scope and context is appropriate for preliminary review prior to final review, or if special circumstances apply and the project should proceed directly to final review.

The requirement for the pre-application conference may be waived by the Planning ~~Manager~~ Director for petitioners with experience with the design review process.

B. Application

The second ~~fourth~~ Monday of every month is the application deadline for DRB review on the fourth Wednesday of the following month. Application deadlines are published on the City's website and may be adjusted to avoid conflicts with Holidays and other City meetings. The petition fee and ~~12 sets of~~ application materials must be submitted by noon on the application deadline day.

Preliminary Review submittal requirements*:

- As set forth in City of Naples Code of Ordinances Section 2-476(b)
- ~~$150, plus advertising costs;~~ As set forth in City of Naples Code of Ordinances Section 2-478

- ~~Conceptual site plan;~~
- ~~Schematic typical floor plans;~~
- ~~Conceptual colored elevation(s) of all façades; and~~
- ~~Perspective drawing, scaled mass model, or 3-D digital mass model showing context with adjoining properties.~~

Final Design Review submittal requirements*:

(For multi-building projects, the following applies for each building:)

- As set forth in City of Naples Code of Ordinances Section 2-476(c)
- ~~$300, plus advertising costs;~~ As set forth City of Naples Code of Ordinances Section 2-478;
- ~~Site plan (as described in Section 86-202 of the CDC);~~
- ~~Floor plans of all floors;~~
- ~~Roof plan;~~
- ~~Colored elevations of all facades to include landscaping;~~
- ~~Colored street elevation showing structures (or a diagram of potential buildings which would be allowed) on adjoining properties;~~
- ~~Landscape plan with planting schedule and sizes;~~
- ~~Scaled mass model, or 3-D digital mass model showing structures on adjoining properties;~~
- ~~All color and material samples for the building exterior including the windows and roof; and~~
- ~~An exterior lighting plan with fixture cut sheets.~~

* The Planning Director or their designee ~~City staff~~ may waive certain submittal requirements if deemed unnecessary due to the size and scope of the project.

C. Preliminary Review Procedure

At preliminary review, the DRB considers the architect's conceptual plans. It is required that the project be presented by the architect of record for accountability, efficiency and continuity through the design and review process. This step helps identify the design guidelines of highest priority for a project, and community concerns can be identified. As the plans develop to final drawings, the architect may refer to the preliminary review and may meet with staff to refine the project's design in light of the guidelines and community concerns.

D. Final Design Review Procedure

At final review, the DRB reviews the proposed design and considers public comments and staff review of the project. It is required that the project be presented by the architect of record for accountability, efficiency and continuity through the design and review process. The DRB will either approve, deny, or approve the petition with conditions.

E. Final Certification

Before issuance of a Certificate of Occupancy or final building inspection approval, the ~~Community Development~~ Planning Director or ~~his~~ their designee must certify that the constructed product is in compliance with the conditions and restrictions, if any, imposed by the DRB, and that the final construction is in conformity with the plans approved by the DRB.

What if my project needs Planning Advisory Board (PAB) or City Council approval? (Projects which involve a variance, ~~general development and~~ site plan, rezoning or conditional use approvals). Please refer to the process outlined in City of Naples Code of Ordinances Section 2-476.

~~Meet with the Planning Manager. A petitioner may choose to take the application to DRB for preliminary approval before PAB or Council review, then the DRB must approve the final project plans – OR – the application may go to the DRB for final approval before PAB or Council review.~~

DESIGN REVIEW HANDBOOK INTRODUCTION

The purpose of the city's design guidelines is to outline the criteria for new buildings and building additions to complement the surrounding community. The guidelines bring attention to a project's context and provide flexible examples to help the project contribute to its surroundings. The Handbook supplements the Code of Ordinances and provides guidance to adapt the characteristics of individual building sites to improve their designs, while meeting Code requirements.

The guidelines are intended to:

- Set criteria and provide examples for determining the compatibility of new development and additions to existing development in the city
- Facilitate the understanding of the key aspects of site context and design
- Highlight the important features of the surrounding community to enhance appreciation of the natural and built environment
- Outline the design principles that ensure compatibility, quality, and appropriateness of buildings and development

SITE PLANNING

A. Building Placement

As the city changes, retaining significant and irreplaceable building and block typologies helps preserve neighborhood character, scale, and overall atmosphere. New development, redevelopment and infill development that reinforces desired existing patterns of frontages and setbacks enrich and support these familiar qualities of the city. This can be achieved when new developments, redevelopment and infill developments are designed to be sensitive to existing lot dimensions, building setbacks, façade modulation, and overall consistency of block layout. The impact of our sub-tropical climate has a huge influence on building comfort and energy efficiency. Placement of buildings with sensitivity climatic impacts is an important factor for human comfort and long-term sustainability of our community.

Intent:

- To reinforce traditional urban block and lot typology that reinforces typical block and alley patterns and reflects the original zone lot rhythm of a neighborhood or district
- To break up long façades into components that add interest to massing and façade wall and promote Human Scale
- To utilize the placement of a building on a site to minimize the impacts of solar heat gain, capitalize on prevailing winds and mitigate damage from severe storms
- To ensure active pedestrian-oriented streets
- To promote engagement between building uses and the Public Realm
- To encourage provision of additional space for pedestrian activity and related amenities
- To ensure that landscaping accommodates ground level transparency
- To ensure that appropriate Transition Zones are provided between the Public Realm, Semi-Private Realm and Private Realm

Design Standards:

1.0: Primary Street Façades shall be configured to promote pedestrian activity at the interface of the building and the Public Realm.

2.0: Activate Commercial Setbacks and Street Level frontage with pedestrian-oriented design features, such as public art, water features, outdoor seating, lighting, landscaping, canopies etc.

3.0: Residential Setbacks shall be configured to provide a transition between the Public Realm at the adjacent Street Level and the Private Realm of the residential uses.

3.1: Provide a clear visual view and connection between the Public Realm and entries to residential units

3.2: Incorporate design features to provide a public-private transition such as stoops, landscaping, terraces, and raised entryways

4.0: The location of the Primary Street Façade should generally align with established setback patterns on adjacent Zone Lots.

5.0: At the intersection of two Primary Streets, the frontages should be configured to clearly define the corner and enhance a sense of street enclosure.

6.0: Where lot configurations and surrounding context allows, building should be placed to minimize exposure of glazed façades on southern and western façades. Where site limitations prohibit such placement, other means of mitigation shall be utilized including but not limited to:

- Deep overhangs
- Vegetative trellises
- Balconies
- Louvers
- Other solar shading devices

7.0: Where lot configuration, surrounding context and building functionality permits, buildings should be placed to capture cross ventilation from prevailing winds and localized breeze patterns.

B. Open Space

Private development can contribute to an open space network that is thoughtfully integrated into the built urban fabric. When properly designed and managed, Open Space can improve the pedestrian experience by serving a variety of outdoor uses in the form of plazas, forecourts, landscaped setbacks, mid-block pedestrian connections, courtyards, gardens, playgrounds and dog parks. A network of Open Space contributes much needed areas for retreat, relaxation, and recreation in the urban environment where parkland is scarce. Open Space can also serve as an area of activation and socialization allowing for spillover of ground floor retail and institutional spaces.

Open Space must be considered concurrent with site design and building programming, as part of an iterative design process that considers size, placement, sun exposure, accessibility, and visibility from the right-of- way. In addition to appropriate location of Open Space, the use and format are to be appropriated to reflect the needs of the neighborhood and support citywide objectives.

Intent:

- To support adjacent existing or planned open space networks
- To break down long building frontages
- To ensure proper light and shade within Open Spaces
- To provide areas for pedestrian respite and accommodate a variety of outdoor uses
- To promote the safety and visibility of Open Space
- To ensure acceptable acoustical levels in Open Spaces
- To ensure Open Spaces promote Micro-Climates that are comfortable to users.

Design Standards:

1.0: Open Space shall be configured to promote pedestrian connections between the Public Realm and private development.

1.1: Locate Open Space to serve as a continuation of the Public Realm.

1.2: Locate Open Space at the same elevation as the adjacent sidewalk and building ground floor whenever possible.

1.3: Where significant elevation differences exist between the Public Realm and Open Space, maintain at least one primary at-grade connection with the sidewalk.

1.4: Locate and orient Open Space to maximize sky exposure and control solar gain for human comfort

1.5: Configure Open Space to provide a direct visual connection to the Public Realm.

1.6: Activate Open Space with pedestrian-oriented design features where possible

1.7: Open Space to highlight access to an Off-Street Pedestrian Connection

2.0: The scale of Open Space shall be well sized and proportioned (not fragmented) To accommodate functional uses. Shapes and sizes of Open Space shall be in proportion and character with the surrounding buildings and Public Realm

3.0: Open Space should be located to create a consistent network of Open Spaces throughout the block, street and neighborhood where possible.

4.0: Open Space, such as forecourts, plazas, and gardens, should be used to enhance prominent building entrances.

5.0: Open Space should accommodate a combination of the following elements:

- Planting
- Hardscape
- Seating
- Lighting
- Protection from the elements
- Public art

6.0: Large Open Spaces, of 12,000 square feet or more, should be designed to create smaller defined sub-areas that reflect the Human Scale.

7.0: Open Space should minimize hardscape paving and maximize planted surfaces.

8.0: The shape, location and configuration of Open Space shall ensure that the resulting Micro-Climate will be comfortable for the user in all seasons. The issues to be considered are but not limited to the following:

- Appropriate shading by either trees and/or shade structures
- Appropriate paving materials
- Methods to reduce Heat Island Effects
- Ensuring the size, shape, location and orientation to prevent Wind Tunnel Effects.

C. Vehicular and Pedestrian Circulation

Vehicle access addresses the location and design of Alleys, Private Access Drives, and Vehicle Access Points into blocks and buildings from surrounding streets.

Intent:

- To encourage vehicular access through alleys or private access drives
- To promote continuity of Street Level activity and minimize pedestrian conflict
- To ensure that Multi-Modal vehicles are accommodated
- To ensure Universal Design standards are utilized

Design Standards:

1.0: Where patterns of streets and Alleys already exist, blocks shall maintain the grid system.

2.0: Where use of an Alley or Private Access Drive is not feasible to provide consolidated vehicle access, the number of Vehicle Access Points from the street shall be limited based on lot width and traffic intensity on the Primary Street.

3.0: Vehicle Access Points shall be located and designed to minimize impacts on the Public Realm.

- 3.1: Limit the width of driveways
- 3.2: Recess vehicle access doors or entries from the street
- 3.3: Consider using special paving materials to differentiate pedestrian and vehicle use areas

4.0: Vehicle entries facing a Primary Street shall be located and dimensioned to minimize vehicular impacts of pedestrians.

- 4.1: Set back the access door at least 5 feet from the building façade
- 4.2: Limit the width of the access to no more than 25 feet

5.0: An Alley or Private Access Drive that is also intended to serve as an Off-Street Pedestrian Connection shall be designed to promote pedestrian use.

6.0: An Off-Street Pedestrian Connection shall be designed to promote pedestrian use and shall incorporate the following:

- 6.1: A minimum width of 15 feet
- 6.2: The majority of its length open to the sky (uncovered)
- 6.3: Open public access during at least business hours, preferably 24 hours
- 6.4: Pedestrian-oriented lighting
- 6.5: Residential or commercial uses along at least part of its length
- 6.6: Connections to adjacent Open Spaces
- 6.7: Use special paving materials or other elements to distinguish pedestrian use areas from vehicle use areas when an Off-Street Pedestrian Connection is integrated into a Private Access Drive or crosses a Primary Street.

7.0: On-street passenger loading areas shall not encroach into the Amenity Zone or sidewalk,

8.0: Pedestrian circulation withing Open Space, the Public Realm or entry to buildings shall comply with Universal Design standards for accommodating disabled users in a sensitive, respectful and inclusive manner.

9.0: Loading Areas, Loading Docks and Service Drop-Off Areas shall be integrated into the vehicular circulation system without causing traffic congestion, blocking vehicular circulations or interfering with pedestrian circulation.

10.0: Loading Areas, Loading Docks and Service Drop-Off Areas shall be located so they are not visible from the Public Realm or Open Spaces. Where this cannot be achieved, they shall be visually screened from view by the Massing of the building and/or appropriate landscaping, fences or walls.

D. Parking

D.1 Surface Parking

Surface Parking is discouraged in a downtown context as they introduce gaps into the urban fabric and affect the walkability and vitality of the Street Level. When needed, Surface Parking areas must use strategies to reduce the real and perceived size of the lot, create visual relief from the large expanse of cars or vacant spaces, and reduce the local environmental effects through plantings.

Great parking designs are safe, attractive, drained efficiently, properly landscaped and well-integrated into the street. Good surface parking landscaping offers shade and visual relief while maintaining visibility. It is imperative for parking area lighting to provide coverage for pedestrian and vehicular safety, protection against assault, theft and vandalism, and comfort of the user.

Intent:

- To ensure that Surface Parking is well- integrated into the Streetscape
- To ensure that Surface Parking contributes positively to a sustainable urban environment
- To minimize the visual impacts of parked cars on the Public Realm
- To ensure that Surface Parking design promotes pedestrian, bicycle and vehicular safety

- To ensure that Surface Parking areas are not the dominant characteristic of the site

Design Standards:

1.0: Access to Surface Parking shall be consolidated to minimize the number and width of driveway impacts across the Public Realm.

2.0: Parking shall be screened from adjacent Commercial Setbacks, Residential Setback and Open Spaces. Appropriate screening techniques include:

- Landscaping
- Trees
- Garden walls

3.0: Surface Parking shall incorporate enhanced pedestrian lighting at highly trafficked areas such as entrances/exits, pathways, and loading/unloading zones.

4.0: Surface Parking that is adjacent to a Primary Street shall incorporate a landscaped buffer between the parking lot and the right-of-way. Appropriate screening techniques include:

- Trees
- Shrubs at 42” or less
- Landscaping
- Garden walls

5.0: Surface Parking shall limit the use of dark surfaces within the parking lot through the use of light-colored materials, such as concrete, white asphalt or light-colored pavers to reduce surface temperatures and heat island effect.

6.0: Surface Parking should be located at the rear of the building and away from Primary Streets.

7.0: Surface Parking should be designed to minimize the length of the lot frontage that is adjacent to a street and/or sidewalk.

8.0: Surface Parking with a dimension greater than 150 feet should be divided into multiple zones through planting.

9.0: Surface Parking should distribute landscaping throughout the site to soften and screen parking lot edges, reinforce vehicular circulation routes, improve pedestrian conditions, and maximize shade and stormwater benefits.

10.0: Surface Parking designs should incorporate Low Impact Development (LID) principles for stormwater management.

Appropriate features include, but are not limited to:

- Permeable paving
- Bioswales and bio-retention areas
- Planting (Using native and drought tolerant species that require little
- maintenance)
- Tree canopy and soil infrastructure to support and sustain it

11.0: Surface Parking should incorporate decorative paving or changes in paving material or color to emphasize edges, pedestrian routes loading areas and other special features within the parking lot.

D.2 Structured and Underground Parking

Structured Parking is an excellent method of providing adequate parking conveniently located to their associated uses. It can be well integrated into the design of the neighborhoods, district and buildings it serves when it is lined with Active Uses along façades that face Primary Streets and Open Spaces. This is most important at the street level. The remaining visible areas and areas not facing the Public Realm must still be screened to avoid views of parked cars. The screening façade should be integrated into the overall building design to be indistinguishable from the building massing, material, and articulation.

Parking located under a building at the street level should be treated as structured parking with the same criteria for integrating the parking into the building and lining and screening it from the Public Realm.

Underground Parking can be either under a building or an Open Space. The location and design of the entry and exit points of the parking along a Primary Street is important to ensure that the pedestrian activity is not interrupted by large expanses of façade without Active Uses and that they are integrated into the building design.

Intent:

- To promote Structured Parking façades that are fully activated with uses

- To minimize the impact of vehicles and Structured Parking on the Public Realm and surrounding properties
- To ensure all Structured Parking has well designed façades that are visually compatible with the character and quality of the overall building façade

Design Standards:

1.0: Structured Parking should be completely lined with Active Use on all façades facing Primary Streets or Open Spaces at a minimum on the street level but preferably on all the full height of the parking structure.

2.0: Façade areas where Structured Parking is visible from the Public Realm shall reflect the overall fenestration pattern on the building façade and meet the same transparency standards for non-parking façades.

2.1: Use similar opening proportions to those on the overall façade

2.2: Align openings with those on adjacent buildings or façade areas

3.0: Façades of Structured Parking visible from the Public Realm shall be integrated into the overall façade and utilize architectural articulation and materials consistent with the rest of the building design. Appropriate techniques include:

3.1: Continuing similar building materials across façade areas

3.2: Continuing vertical and horizontal articulation across façade areas

3.3: Provide a high level of architectural design and finish. Expanses of blank walls and openings shall not be allowed

4.0: Design treatments used for Structured Parking visible form the Public Realm shall continue around the corner on all façades of the building.

5.0: Façades of Structured Parking that face adjacent non- parking uses should be designed to mitigate impacts on neighbors.

5.1: Use features such as screened façade openings that block views of headlights and lighting

5.2: Locate ventilation and mechanical systems away from entrances, windows or balconies of adjacent properties

6.0: When Alley or Private Access Drive is available mechanical ventilation systems shall not be located on Primary Street Façade. When an Alley or Private Access Drive is are not provided, mechanical ventilation shall be properly screened and integrated

into the Primary Street Façade or the roof top. Locate ventilation and mechanical systems away from entrances, windows or balconies of adjacent properties.

7.0: Façade areas with Structured Parking façades visible from the Public Realm shall be designed to minimize the visual impact of auto headlights and general lighting to the Public Realm by screening lights and vehicle headlights.

8.0: Parking located under a building on the street level shall comply with the applicable standards for Structure Parking.

9.0: Entry and exit points for Underground Parking shall be limited to a maximum of a two lanes wide area of the street façade of the building.

Locating multiple entry points adjacent to each other is highly discouraged.

10.0: Mechanical ventilation locations and configuration for underground parking shall comply with the applicable standards for Structured Parking.

E. Utility, Equipment, Loading and Trash Screening

Service area and utility configuration addresses the location and functional characteristics of the services and utilities that support residential and commercial uses. The design standards and guidelines promote service area and utility configurations that are concealed within and behind buildings to promote a safer, more comfortable, and attractive Public Realm and pedestrian environment.

Service areas include, but are not limited to:

- Waste/recycling storage and collection areas
- Loading Docks
- Loading Areas

Utilities include, but are not limited to:

- Vents
- Meters
- Transformers and mechanical equipment
- Water and fire service equipment
- Telecommunications equipment

Intent:

- To reduce conflicts between servicing activities, pedestrians, and cyclists
- To minimize the visibility and impact of service areas to the Public Realm
- To promote the use of Alleys or Private Access Drives as the primary means of accessing service areas and utilities
- To protect Commercial Setbacks, Residential Setbacks, Open Spaces and other highly pedestrian-oriented areas from noise and odor impacts associated with service areas
- To minimize and discourage multiple curb cuts along Primary Street
- To integrate utility and mechanical systems into façade elements
- To minimize the acoustical impact of services and utility equipment on the surrounding uses, Open Spaces and the Public Realm.

Design Standards:

1.0: Service areas and utilities shall be located and configured to minimize impacts on the Public Realm.

1.1: Appropriate service area and utility locations include:

- Along an Alley or Private Access Drive
- Within a building, or to the rear with other back-of-house uses away from view from the Public Realm.
- Within a building alcove when locating along an Alley or Private Access Drive.
- Within an area that is screened with Plantings or walls to limit negative visual impacts

1.2: Inappropriate service area and utility locations include:

- Adjacent to an Open Space
- Adjacent to a building entry
- Any frontage facing a Primary Street

2.0: Dumpsters or other waste, recycling or composting receptacles associated with building uses shall be located and configured to be visually away and screened from the Public Realm.

3.0: To the extent possible, bundle variety of utility services into a single area, creating a designated utility corridor or court to minimize use and disruption to the Public Realm.

4.0: The location, and screening of services and utilities shall be designed to ensure that the acoustical impact on surrounding uses, Open Spaces and the Public Realm is not in excess of normally acceptable noise levels for those uses and spaces.

F. Planting Design

Our lush landscape is an integral element of our designed environment. It provides beauty, shade and softens the urban fabric that is unique tropical environment. The sensitive incorporation of appropriate native and tropical trees, shrubs, ground covers, and grasses and other landscaping elements enhance our Public Realm, Open Space and buildings. Thoughtful and well-conceived landscapes also incorporate stormwater management systems and water conservations techniques and mitigate heat island effects. Landscape contributes to the health of area users and residents, promotes a sense of place, enhances air and water quality, and invigorates the Public Realm.

Trees are especially vital particularly in higher intensity areas. They contribute to the health and vitality of the neighborhood or district by providing shade to the sidewalk and outdoor seating areas, helping mitigate the urban heat island effect, and filtering vehicular noise and exhaust. Trees, shrubs and low-level plantings also help break down the urban environment to Human Scale. They have an ability to focus and tie the Streetscape together, and be used to screen, connect, or emphasize adjacent structures or objects.

Intent:

- Create a landscape theme for Naples that recognizes unique Sub-Tropical natural environment in the cultivated landscape.
- Insure consistency of design and materials throughout a project site.
- Provide site orientation, direction, connection, scale, and a feeling of security for users.
- Create an aesthetically pleasing environment
- Institute water-wise landscape principles.
- Institute stormwater management techniques.
- Utilize planting to provide shade of Open Space, Public Realm and to mitigate Heat Island Effect on paved areas.
- Utilize planting as a screening and buffering element
- Utilize planting to enhance the definition of Transitional Zones.
- Utilize Climate Appropriate Plant Species

Design Standards:

1.0: Consideration shall be given to plant material types, growth rates, and canopy sizes in relationship to building location, signs, site lines, site utilities, sight triangles, view corridors, and parking.

2.0: A variety of plant materials shall be incorporated into a project including indigenous drought-tolerant vegetation, flowering trees and shrubs, evergreen trees, accent plantings, grasses, ornamental trees and ground covers shall be used in combination to provide seasonal interest and layering while maintaining the functional requirements.

3.0: Cluster trees, shrubs and ground covers in natural settings avoiding formalized arrangements.

4.0: Groupings of trees, shrubs, ground covers should be of the Scale and Proportion of the building and / Open Space with a uniformity of species within a planting area. Utilize various species to accentuate edges, layering, and building and site features. Avoid random mixtures of plant species that do not accentuate the Scale and Proportion of the project.

5.0: Feature wide bands of local draught tolerant shrubs and grasses to outline and edge drainage ways, swales and rain gardens.

6.0: Utilize the placement of planting elements to establish view corridors and vistas within and beyond the site.

7.0: Utilize groups of trees, masses of shrubs and wide areas of ground covers guide views to buildings, provide appropriate Scale to buffer uses and establish foreground to screen or highlight building architecture and function.

8.0: Parking lots facing Primary Street and the Public Realm shall be screen with a planting buffer of shrubs and ground covers sufficient to screen parked cars from view from these areas.

9.0: Islands and medians within parking lots shall be planted with shade trees of a sufficient height and canopy diameter to allow for 12’ high vehicles to clear. Palm trees are unacceptable for use in parking lot islands, medians and buffers.

10.0: Placement of trees in parking islands and medians shall not conflict with or obstruct parking lot lighting.

11.0: Building perimeter planting shall provide layering and visual interest during all seasons and shall include a combination of decorative planted beds, shade trees, palm trees, raised planters or pad site foundation planting beds. To provide visual interest, plants shall be selected from a variety of plant categories but arranges in a uniform manner to accentuate the edges shapes of ground beds and fields and the shape Scale and Proportions of the architecture. The major categories are:

- Flowering and evergreen shrubs
- Multi-stemmed and/or single trunk ornamental trees and shrubs
- Annuals and perennial flowering species
- Woody ground covers
- Shade trees
- Palm trees

12.0: Service, loading and utility areas shall be screened by fences, walls, landscaping, berms, or any combination thereof.

13.0: Service, loading, and utility areas visible from residential areas shall be screened with a wall, berm, trellising or combination, in addition to planting requirements.

14.0: Utilize trees, shrubs, hedges and ground covers to strengthen the definition of Transitional Zones to thoughtfully separate Private Realms, Semi-Private Realms and Public Realms.

15.0: Detention, retention and water quality ponds shall be integrated physically, functionally, and aesthetically into the adjacent landscape design. Vegetated slopes shall not exceed 4:1 and all pond turf areas shall be properly drained. Water quality enhancement areas within the bottom of the pond shall be planted with vegetation that is appropriate with the presence of saturated soils. Rock-scaped or riprap slopes are prohibited except when necessary for erosion control. Ponds shall be designed with natural sides and bottoms and shrub and grass beds adjacent to the top for transition to traditional, cultivated landscapes. Wetland plantings in low spots will be encouraged.

G. Hardscape Design

Changes in paving material, color, or finish can distinguish varying pedestrian conditions in the Streetscape, such as sidewalks buffers and Public Realms and help break down large spaces to a more Human Scale. It can also be used to help establish the character of a district or special zone. Unique colors, textures and materials can be used to create variety, embellish the Public Realm, and guide movement through subtle wayfinding cues. The type, amount, color and texture of pavement can have a huge environmental impact with regard to storm water management and mitigating heat island effects.

Intent:

- To encourage coordinated paving designs
- To identify different areas of the Streetscape
- To promote paving designs that help manage stormwater
- To promote paving designs that will help mitigate Heat Island Effects
- To promote Universal Design Standards

Design Standards:

1.0: Streetscape paving shall incorporate a variety of finishes, colors, patterns, and/or detailing to distinguish different use areas and contribute to the Human Scale of the Public Realm.

2.0: Paving materials should be coordinated along blocks and streets to maintain a consistent design approach within a neighborhood or district,

3.0: Paving design should be used to differentiate uses and areas of the Streetscape. Appropriate techniques include:

- Use of distinctive paving to differentiate Open Space, Courtyards, building entries from the pedestrian walkways
- Use of creative paving designs that distinguish different types of mobility or identify specific streets/districts

4.0: Permeable paving should be considered to allow infiltration of stormwater. Appropriate techniques include:

- Ensure permeable paving meets requirements for pedestrian use
- Design permeable paving to be easily cleaned and maintained to encourage proper function over time

5.0: The type, pattern, texture and color of paving materials shall be consistent with the Universal Design Standards to accommodate users with physical or visual impairments.

H. Fences/Walls/Screening

Where buildings are set back from the sidewalk edge, low fences and walls can provide a threshold in a Transition Zone between Public Realms, Semi-Public Realms and Private Realms. A low fence creates comfortable separation while encouraging interaction between residents and passersby. In contrast, taller fences and walls evoke a sense of fortification and create isolated enclosures.

Intent:

- To ensure that fences, walls, and screens enhance the pedestrian environment and are well integrated into the building design and overall Streetscape
- To ensure that fences, walls and screens use quality and durable materials
- To ensure that fences and walls reinforce ground level transparency, and a welcoming character for ground level uses facing the street

Design Standards:

1.0: Walls and Fences facing Primary Streets shall not exceed heights as prescribed by the City of Naples Zoning and Development Codes.

2.0: Fences and walls shall complement the architectural style and materials of the Lower Story Facade.

3.0: Side yard fences and walls shall connect to the side of a building a minimum of 2 feet back from the front facade of the building.

4.0: Fences, walls, and screens for service a areas and utilities shall be designed to minimize visibility from the Public Realm and complement adjacent building facades.

- 4.1: Use colors and materials that are complementary to the building facade color and materials
- 4.2: Screen dumpsters or other waste receptacles with high-quality materials and/ or plantings that is consistent with the building design

5.0: Fences and walls visible from the Public Realm shall use durable, high-quality materials compatible with the materials of the primary structure.

6.0 Fences, walls and screens seen from the Public Realm shall have a base planting of shrubs, ground cover on the public Realm side.

7.0: Fences walls and screens alongside yard property lines where screening is required shall be planted with a hedge.

8.0: Minimize the use of fences and walls to completely enclose private spaces.

9.0: When enclosure of outdoor dining areas is required, railings should be designed as an integral part of the building Facade.

10.0: Fences, walls, and screens should be made of durable and low-maintenance materials, such as metal or masonry and/or be integrated into high-quality landscape planters and beds

12.0: Retaining walls should be designed in the form of low terraces to preserve high visibility and avoid required railings.

I. Site Furniture

Streetscape and Open Space furnishings contribute to the identity and character of a district. Elements such as seating, bicycle racks, and trash/recycling receptacles add important functionality, as well as visual interest, to the street and Public Realm. Street furnishings create the settings for resting, sitting and eating, and social encounters with others. Such settings may be of great importance to the elderly, those with limited mobility, and adults who have small children. In addition to their functional aspects, furnishings can also be socially significant as they support a comfortable environment and encourage human interaction.

Intent:

- To use furnishings and lighting elements to contribute to the activity and Human Scale of the Streetscape
- To promote a comfortable, safe, and clean pedestrian environment
- To ensure that Streetscape furnishings and lighting are made of high-quality, durable materials
- To allow creative furnishing and lighting designs.
- To ensure appropriate incorporation of EV charging stations and mini-cell towers into the Streetscape and Open Space

Design Standards:

1.0: Streetscape and Open Space furnishings shall be provided to encourage pedestrian activity. Appropriate techniques include:

- Benches
- Planters
- Bicycle racks
- Waste and Re-cycling Receptacles
- Pet waste bag dispensers

2.0: Charging stations for electric vehicles shall be located and organized for convenient access by the user without interference with pedestrian or vehicular circulation. Suitable locations for charging stations are:

- In designated areas along on street parking
- In designated zones of surface parking
- In designated areas of structure or underground parking

3.0: Charging station locations should be located and identified to be easily located by the user.

4.0: Mini-cell towers shall be integrated into the Streetscape and were possible combined with other street furnishings such as lighting, way finding etc. They should not interfere with landscaping or street and Open Space lighting. They should be of a material and color that is consist with other street furnishing to present a unified appearance along the street or in an Open Space.

5.0: Streetscape and Open Space furnishings shall be located to maintain a clear pedestrian walkway of at least 5 feet in width.

6.0: Streetscape and Open Space furnishings shall be durable and suitable for outdoor conditions in our Sub-Tropical climate.

7.0: Streetscape and Open Space lighting shall be designed to contribute to the pedestrian

8.0: Streetscape and Open Space lighting, telecommunication towers, and furnishings shall be located to minimize current and future conflicts with street trees.

9.0: Seating should be located to utilize desired sun and/or shade areas.

10.0: Waste receptacles should be provided and have multiple functions such as landfill, compost, and recycling.

11.0: Pedestrian lighting should be integrated into Streetscape design elements. Appropriate locations include:

- Streetscape furnishings
- Landscape planters
- Paving systems
- Walls, railings, or bollards

12.0: Telecommunications equipment, signage, and other pole-mounted elements should be integrated into pedestrian lighting or other streetscape features to reduce unnecessary clutter within the Public Realm.

13.0: Seating should be designed so that it does not hold water and/or debris.

MASS, SCALE AND PROPORTION

A. Building Structures

A Building's Massing, Scale and Proportion significantly impacts how the size of a structure is perceived by a person at the Street Level. Comfortable Streetwall height, Setbacks and Facade that are broken down into smaller individual masses, reduces the perceived bulk of a structure and creates a more visual interest. These strategies are especially important for portions of buildings that front onto the Public Realm.

Intent:

- To ensure Building Massing supports a comfortable Street Level experience
- To encourage building modules that break down uninterrupted monolithic frontages
- To use Building Massing to purposefully reinforce building uses or adjacent distinctive features
- To promote building sizes and Proportions that contribute to visual permeability within and across the neighborhood
- To allow creative and innovative Building Massing
- To coordinate Building Massing across the Lower Story Facade and Upper Story Facade
- To encourage buildings that respond to the surrounding context
- To coordinate a Scale relationship between the Streetwall of adjacent properties
- Promote Human Scale through sensitive Massing

Design Standards:

1.0: Building Massing shall promote a sense of Human Scale at the Street Level and Open Spaces. Appropriate techniques include:

- Incorporating Upper Story Setbacks or stepbacks to reduce the visual impact buildings on the Public Realm
- Clearly distinguishing the Street Level from the remainder of the Upper Stories of the Building Façade

2.0: Buildings Primary Street frontage shall incorporate coordinated Building Massing techniques on Building Facade. Appropriate techniques include:

- A Setback of the Building Façade above the first floor.

- A Facade plane change that extends the full height of the Building Facade
- A building material or color change that extends the full height of the Building Facade
- Additional techniques that achieve the overall intent of this standard
- Setback and plane changes shall be significant enough to be visually apparent.

3.0: Changes in Building Massing shall be purposeful and reinforce the design intent of the building and its relationship to the surroundings. Appropriate techniques include:

- Identifying changes in interior uses
- Enhancing important building features
- Reinforcing structural bays or other architectural systems
- Clearly defining the Street Level and Upper Stories.

4.0: Building Massing should emphasize key building features such as primary entries, or corner elements when located at street intersections.

5.0: Building Massing techniques should be coordinated between Lower Story Facades and Upper Story Facades to promote a cohesive design.

6.0: Building Massing should clearly communicate the base, middle, and top of the building.

7.0: Building Massing should be shaped and organized to preserve and maximize sunlight and sky exposure from and to adjacent existing properties and the Public Realm. Appropriate techniques include:

- Locating Setbacks along Open Space, or other significant features in the Public Realm
- Providing sufficient separation between or orient windows, balconies, or outdoor
- areas on adjacent properties to avoid looking directly into one another
- Locating and shaping Buildings to minimize shadow impacts adjacent properties and Open Spaces

8.0: Building Massing should respond to the adjacent context especially at lower-scaled buildings and public spaces by defining building modules that reflect the size, Proportion and shape of adjacent buildings.

9.0: Buildings adjacent to, a Park or Open Space should use Building Massing to reinforce sense of place, enclosure, and security that strengthens the public amenity. Appropriate techniques include:

- Orienting buildings with Active Uses and transparency towards the Park or Open Space
- Orienting Upper Story Setbacks along the Park or Open Space

10.0: The Building Massing should incorporate opportunities to frame views from the Public Realm to important natural and neighborhood features. Natural and neighborhood features may include:

- Street or visual corridor terminus
- Major intersection, key streets,
- Important public buildings Parks, Plazas, or Open Spaces
- Waterfront views,

11.0: Streetwall should consider the adjacent existing neighboring context. At street corners, this includes the context on both streets. Appropriate techniques include:

- Using Upper Story Setbacks and other
- Massing techniques to match a portion of the immediately adjacent buildings.
- Incorporating bold corner elements and Massing to transition between Streetwalls at intersections of streets.
- Using Datum Lines, material changes, and other Facade articulation techniques to create a Scale and Proportion relationship between buildings.

CONTEXT, CONTINUITY AND TRANSITION

A. Building Structures

Strong neighborhood identity is reinforced by a commonality and continuity of building forms referred to as the urban fabric. Appropriate fit and transition of infill development is achieved when new buildings are integrated with the height, Scale, patterns and character of neighboring buildings that reinforces the broader neighborhood Scale and structure. Infill building materials and details are additional factors that can establish compatibility with its context.

In addition to Scale, Massing and architectural elements, buildings can also support neighboring context by extending or complementing existing uses, connecting to public space, supporting circulation patterns or spatial connections, or reflecting cultural influences within the neighborhood or district.

Intent:

- To maintain, highlight and emphasize characteristics of adjacent buildings in a neighborhood or district.
- To promote distinctive design that is compatible with adjacent buildings in a neighborhood or district.
- To provide a Scale transition between taller and larger buildings and adjacent lower buildings
- To promote designs that do not replicate or mimic adjacent architecture

Design Standards:

1.0: Building Massing shall relate to the context and Scale of adjacent buildings.

2.0: Development adjacent to a lower building, neighborhood or district shall provide a height transition in the Building Massing.

3.0: Development adjacent existing buildings shall provide clear vertical separation between the buildings.

4.0: Development on a site larger than a standard single lot in the neighborhood or district should express the original lot sizes in their Massing or structural modules or that of adjacent buildings.

5.0: New infill buildings shall recognize and respond to existing patterns of Scale, form, Articulation, materials, and Proportion of adjacent buildings.

6.0: Street facing Facades shall reflect base, middle, and top of the adjacent buildings.

FENESTRATION AND PORTALS

A. Windows and Transparency

Transparency on all faces of a building is important, but those facing streets, Parks, and Open Space are most critical. Transparency in the building Facade adds visual interest, contributes to a sense of liveliness on the street, and improves safety through natural surveillance. At a building's Lower Stories, a series of clear and unobstructed views both into and out of buildings enriches the urban experience for pedestrians and building occupants alike.

Intent:

- To provide an appropriate level of transparency on all Facades
- To ensure that building activities are visible from the Public Realm and vice versa
- To ensure that building Facades do not cause glare or negative impacts to the Public Realm
- To encourage well-detailed fenestration and curtain wall designs
- To ensure that windows and transparent surfaces are utilized to enhance the articulation and massing of the building
- To ensure the type, size location and placement of windows and transparent surfaces respond to the solar exposure to minimize heat gain

Design Standards:

1.0: Street Level glazing shall use transparent glass to allow pedestrians to view the activity within the building.

1.1: Glazing shall have a minimum reflectivity and maximum transparency

1.2: Transparent glazing for wall openings, i.e., doors and windows, shall be used along all Street Level facades for maximum transparency and as appropriate for the interior functions.

1.3: Required transparency at the Primary Street Facades shall not be blocked by signage, furnishings, displays, advertising, graphics

**Note: Clear glazing does not include dark tinted, reflective, mirrored, or opaque glazing*

2.0: Upper Story Facades shall have an amount of transparency that is appropriate for the occupancy of each story.

3.0: Secondary Facades of a building that face an Alley, Private Access Drive, or Off-Street Pedestrian Connections shall have an amount of transparency appropriate for the occupancy of each story.

4.0: Window designs shall be detailed to reinforce overall façade Articulation and design. Appropriate techniques include but are not limited to:

- Recessing or projecting a window bay or opening from the facade plane
- Utilizing window framing to create an intentional shadow line
- Mullion patterns that provide depth and visual character
- Take into consideration datum lines and structural elements of the buildings

5.0: For mixed-use developments, the amount of transparency should reflect different uses within the building.

- A lower glass-to-wall ratio is typical of residential uses
- A higher glass-to-wall ratio is typical of commercial uses

6.0: Windows and transparent surfaces should be located, positioned and/or protected to mitigate the impact of direct solar exposure during all seasons. Appropriate techniques include:

- Recessing glazing within the Building Mass
- Use of large overhangs
- Use of exterior solar shading devices
- Where feasible locate large expanses of glazing on the north and east facades of the building and minimize the amount of glazing on the south and west facades

B. Entries and Portals

Well-articulated entrances create an arrival experience and identity that defines the transition between Public Realm and Private Realm. Direct, universal access from the sidewalk to each building or Street Level use, animates the street and encourages pedestrian activity to occur in the Public Realm rather than inside the building. Clear, visible entries and views from building interiors to the street provide security for building occupants and pedestrians.

Conversely, overly large or consecutive vehicular entries can negatively affect the pedestrian experience in the Public Realm. These vehicular entrances should be minimized in size and number and designed to recede into the building Facade.

Intent:

- To emphasize importance of pedestrian entries as a defining feature of Street Level design
- To ensure that pedestrian entrances are located to generate activity and vibrancy on the Street Level
- To minimize the impacts of vehicular entries
- To ensure entries are easily identifiable and clearly express in the Articulation of the building
- To ensure entries have a hierarchical relationship on the building façade.
- To ensure entries accommodate Universal Design Principles.
- To encourage the incorporation of cover primary entries.

Design Standards:

1.0: Entrances shall be visually differentiated from the overall Façade of the building.

2.0: A street facing entrance shall be located to relate directly to the building use it serves.

3.0: Entrances to individual Street Level residential units shall be located above the elevation of the adjacent sidewalk.

4.0: Entrances set back from the Public Realm by a Plaza or Entry Court shall be visible and maintain direct access from the sidewalk using Universal Design Principals.

5.0: Primary building entrances should be emphasized over secondary entrances. Appropriate strategies include but not limited to:

- Changes in massing and facade plane
- Differentiation in material and/or color
- Higher level of architectural detailing
- Higher level of landscape features
- Accent lighting

6.0: Vehicle access doors facing a Primary Street should be incorporated into the building mass and façade to be inconspicuous from the street. incorporate high-quality materials and finishes on the doors that are consistent with the building.

7.0: It is encouraged that all entries be protected from inclement weather using one of following elements:

- Canopies
- Overhangs
- Recessing doors within the Building Mass
- Articulation and detail

ARTICULATION & DETAIL

A. Façade Articulation

Thoughtful Articulation that is coordinated with overall Massing helps divide a large building into smaller modules that promote an engaging Human Scale pedestrian environment. Facades that incorporate changes in plane, materials, and rhythm add interest and texture, as opposed to long, repetitive or blank facades. Coordinating architectural details and Articulation with interior uses further reinforces the clarity of the urban environment.

Intent:

- To further refine building form and massing through Facade Articulation
- To promote well-detailed Facade designs with texture and depth that provide a sense of Human Scale
- To ensure a cohesive Facade design
- To minimize blank or unarticulated Facades
- To discourage the use of applied decoration as Articulation

Design Standards:

1.0: All Primary Street Facades and Visible Facades shall incorporate articulation techniques that reinforce building massing techniques. Appropriate Articulation techniques include but not limited to:

- Vertical and horizontal projections/banding
- Vertical and horizontal recesses
- Window composition/design
- Balconies, terraces and railings
- Continuing techniques used on the Lower Story Facade onto the Upper Story Façade that express a sense of depth

2.0: A Lower Story Facade shall express a first or second story datum line. Appropriate techniques include but not limited to:

- Facade plane changes
- Incorporating other architectural expressions such as belt courses, cornices, fenestration, awnings and canopies, or changes in material

3.0: New building adjacent to an existing building, shall consider the following characteristics but not limited to:

- Facade rhythm
- Structural bays
- Solid to void relationships
- Facade Proportion and spacing
- Streetwall height
- Ground floor height
- Fenestration patterns
- Cornices, belt courses
- Materials
- Canopies
- Datum Lines

4.0: Articulation techniques used on a Lower Story Facade shall continue around the corner of an Alley, Private Access Drive or Off-Street Pedestrian Connections.

5.0: Visible Facade areas not facing Primary Streets shall incorporate features to enhance visual interest and avoid long blank walls. Such features include but not limited to:

- Transparency consistent with standards for Primary Street Facades
- Wall Murals or other Public Art

6.0: Scaling elements, architectural details, and other forms of Facade Articulation shall be integrated into building massing so they convey a sense of depth and texture rather than a thinly applied surface treatment.

7.0: Building shall implement design techniques that minimize solar gains. Appropriate techniques include but not limited to:

- Building shape, Massing and orientation that enhances natural solar shading while maximizing daylighting
- Use high-performance glazing with low shading coefficient or clear high-performance windows with a low-e coating
- Incorporate operable or fixed external shading to block solar gains during all seasons
- Incorporating louvers or other sun controlling shading devices
- Strategically locating plant material to shade building surfaces.
- Use of high albedo materials and surfaces

8.0: Variations in Articulation, materials and fenestration patterns should be used to emphasize building features, such as entries, corner elements, and changes in interior use.

9.0: Visible exterior building components, such as light fixtures and mechanical vents should be integrated into the facade design as an integral part of the building design.

MATERIAL, COLORS AND TEXTURES

A. Exterior Building Materials

Naples and the Southwest Florida region have a long tradition of building with materials conducive to our Sub-Tropic coastal climate. This tradition is complementary to the goals of these guidelines in the effort to provide Scale, texture, detail, and color to our built environment. These guidelines encourage the use of materials that have an inherently Human Scale quality and respect for our Sub-Tropical environment. The guidelines do not limit the type of building materials and encourage innovation. However, the form, Scale, detail, texture and quality of any materials used should be carefully considered.

Intent:

- To encourage use of well-detailed exterior materials with texture and depth that provide a sense of Human Scale
- To integrate changes in exterior building materials with the overall design and Articulation of the building
- To promote use of a variety of high-quality durable exterior materials
- To reduce resource and energy consumption through use of sustainable exterior materials
- To encourage the use of materials that have withstood the test of time in our Sub-Tropical environment but not limiting the use of new innovative material technologies.
- To encourage the use of locally and regionally sources materials.

Design Standards:

1.0: Exterior building materials and finishes shall be detailed to articulate texture and depth on the building façade. Appropriate techniques include but not limited to:

- Adding visual interest through texture, depth, finish and detailing
- Applying materials in units, panels or modules that produce shadow lines to help convey a sense of Scale.
- Applying materials to three dimensional elements of a building to express the massing of each element.

2.0: Building materials shall be of proven quality and durability.

2.1: Design and install materials to ensure the appearance of quality

2.2: Use of materials that require minimal or no maintenance

2.3: Use materials that are not susceptible to damage by high heat, ultraviolet light, humidity, salt air, mold or high velocity impacts.

3.0: Any change in Facade materials should be combined with a variation in the wall plane. When changing Facade materials utilize the following techniques:

- Locate the material change at the inside corner of the variation in Facade
- Provide an intentional reveal separating the two materials
- Avoid changes in materials at outside corners.

4.0: All Facades should incorporate changes in materials to accentuate individual massing components.

5.0: All Facades of a building should be treated equally in terms of materials, color, and design details.

6.0: The use of highly reflective materials that generate glare and heat, especially at the Street Level, should be avoided.

7.0: The use of dark colored materials that absorb and reradiate heat should be avoided. Dark materials can be used as appropriate accent and details but should not be the dominant color of the building.

8.0: Synthetic materials should be used in ways that reflect their intrinsic characteristics and avoid application of imitation or false replication of natural materials that do not have the appearance of authenticity and quality.

9.0: Changes in building materials should be coordinated with changes in Building Mass and articulation.

10.0: Innovative building materials should be used to contribute to environmental sustainability.

11.0: Materials should be locally or regionally sourced when practical and available.

LIGHTING

The primary purpose of the nighttime lighting is to provide good visibility and a sense of security for in the Public Realm, Open Space and around buildings and structures. Good visibility does not necessarily mean high levels of illumination. Appropriate lighting design addresses light source color, reduction of glare, uniformity of illuminance, and vertical surface brightness in addition to lighting levels. Addressing all of these issues creates a comfortable visual environment.

Lighting building vertical surfaces, building entrances, and monuments are markers or reference points for visual orientation. Buildings and monuments, when properly illuminated, may act as visual anchors or serve as points of arrival. Appropriately lighted vertical surfaces improve visibility and a sense of security for pedestrians. It also enhances building massing and articulation and defines the boundaries of exterior spaces making the surroundings feel more comfortable and visually appealing.

Intent:

- To ensure that the Public Realm, Open Spaces and areas around buildings and structures are appropriately lighted for security and safety without over illumination.
- To ensure that interior and exterior lighting does not create Light Pollution.
- To ensure that interior and exterior lighting does not cause Light Trespass to adjacent properties.
- To ensure that interior and exterior lighting design does not produce glare visible from the Public Realm, Open Spaces or adjacent properties.
- To encourage the use of lighting to enhance the massing and articulation of building facades.
- To encourage the use of lighting to accentuate entry points and important features and assist in wayfinding within the urban context.
- To ensure that lighting is at the appropriate levels, color temperature and uniformity for the context and the use of building and Open Space.

Design Standards:

1.0: When Building Façades are lighted the lighting should be designed, located and sized to enhance the massing and articulation of the building by creating contrasting shade and shadow effects without high lighting levels. Luminaires

should be properly shielded and located to prevent glare when viewed from the Public Realm, Open Space, adjacent properties and within the building.

2.0: Lighting should be used to identify entry points and significant features of a building or Open Space and site features.

3.0: Minimize Light Trespass by using only fully shielded luminaires. Avoid over-light areas and surfaces as reflected light can result in glare. Locate luminaires to avoid direct light into adjacent building windows. Avoid attaching luminaires to building facades above or under windows.

4.0: Reduce Light Pollution (Dark Sky); All exterior luminaires shall be full shielded LED Dark Sky Compliant. Luminaires used to up-lighting building Facades and other vertical surfaces shall be positioned and shielded to cast light only on the Façade or vertical surface.

5.0: Color Temperature of all exterior lighting shall be no more that 3000K and no less than 2500K. Color lighting or adjustable RGB LED lighting is prohibited.

6.0: Animated Lighting is prohibited.

7.0: Lighting behind glazed areas of a building that are visible from the Public Realm or Open Space shall comply with the requirements of 5.0 and 6.0 above.

8.0: Streetscape and Open Space lighting shall be designed to contribute to the pedestrian experience, assist in wayfinding and enhance a sense of security. Appropriate techniques include:

- Placing luminaires at lower heights
- Use of luminaires that provide even lighting
- Installation of luminaires at sufficient intervals to avoid dark zones
- Designing and locating luminaires that are coordinated with building and landscape lighting.

9.0: Lighting on all properties facing the beach must comply with City of Naples Marine Turtle Protection Requirements.

10.0: Surface Parking lighting shall be designed to provide sufficient even illumination over the entire parking area for users to safely move through the

parking area and identify their vehicles. The minimum required illumination levels are encouraged.

SIGNAGE

Signs provide a vital service, informing pedestrians and expressing the character and tone of the experiences within The Public Realm. Signs have a powerful presence in the Streetscape and can affect the pedestrian and vehicular experience significantly. Signs should be carefully integrated with the site, landscape and architectural design context within which they are located. Size, shape and proportions should be compatible with the size and scale of the surroundings and should not compete with or obscure other design features of the site, landscape or structures.

Intent:

- To ensure that signs are of an appropriate size Scale and Proportion with the building and location
- To ensure that signs appropriately represent the use, function and location of the building.
- To ensure that signs are sensitively integrated into the building design
- To ensure that signage respects the context of the district or area the building is located
- To ensure that signs convey a high-quality appearance
- To ensure that signs are fabricate of quality, durable and sustainable materials
- To ensure lighted signs are an element of the overall building design and lighting design

Design Standards:

1.0: General:

1.1: Signage shall be limited to lettering, shapes, and corporate logos necessary to convey the business identity.

1.2: The amount of signage should be carefully incorporated into the building and site design to ensure that it contributes to an active, vibrant streetscape, without creating a chaotic and unattractive appearance.

1.3: Sign fonts should be selected to provide both visual clarity and artistic expression.

2.0: Sign Location and Placement:

2.1: The location of all permanent signs shall be incorporated into the architectural design of the building. Placement of signs should be

considered part of overall Façade design. Locations should be carefully considered and aligned with major architectural features.

2.2: The location of monument signs shall be incorporated into the site design to reflect the character of the site and building. Monument signs should be sized, proportioned and located to be visible to pedestrian and vehicular traffic from the street without overpowering the entry experience.

2.3: For upper floor uses that are unrelated to a ground floor use. They are to be integrated into the façade of the building and provide a consistent signage appearance along the entire façade. The utilization of a monument sign or a wall mounted building tenant identification sign at a primary ground floor entrance as alternative to upper-floor signs is encouraged.

2.4: Building-Mounted Signs shall be located on façade walls where elements, such as moldings, pilasters, arches, clerestory windows, roof eaves, or cornice lines shall be used as “frames” for the signs. Signage shall not overlap, obscure, or hide these architectural features.

2.5: Window signs shall not be placed in a manner which obscures primary views into and out from the storefront.

2.6: Signage in mixed-use or primary residential district should be compatible with surrounding buildings.

2.7: Signage for larger scale commercial uses should be visible from both the pedestrian and motorist perspective. However, signage should not be excessively auto oriented; it is encouraged to use prominent architectural features create interest and draw attention, and signage may be a well-composed part of their design.

3.0: Architectural Compatibility

3.1: Signs should be compatible with their buildings and sites. Complementary and consistent forms, shapes, materials, colors and lighting should be used.

3.2: The size and shape of a sign shall be proportionate with the scale of the structure.

3.3: Brackets and other mounting devices shall be compatible with the overall building design.

4.0: Sign Design

4.1. Wall Signs:

Wall signs shall be consistent with the underlying code requirements of the City of Naples. However, painted wall signs are discouraged.

4.2. Projecting Signs:

Structural supports for projecting signs should be designed so that their visual appearance is minimized, and/or coordinated with the overall architecture and color scheme of the Facade. They should not appear to be "tacked on" without regard for the alignments, proportions, colors, and forms of their adjacent buildings and signs.

4.3 Awning and Canopy-Mounted Signs:

Lettering and graphics on awnings may occur on the drip edge and may not occur on the side fascia of the awning.

4.4 Window Signs:

Painted or adhesive window signs are only permitted on the interior of the window and should present a neat and aligned appearance. Window signs should not obscure visibility into the storefront. Opaque signs that limit visibility into the storefront are prohibited

4.5 Monument Signs:

All monument signs should be designed to relate to the architecture of the building or development they serve. Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site. High quality, durable

materials should be used as these elements will receive a higher degree of contact with the public than most building components.

5. 0: Sign Materials

5.1: Materials should convey a high-quality appearance appropriate to the City of Naples, and work with the overall palette of building materials.

5.2. Signs should be constructed and installed utilizing the services of a professional sign fabricator.

5.3. Signs should be made of high-quality materials such as metal, stone, wood, ceramic etc. Synthetic materials may be utilized if they are designed to enhance the architecture of the building. The use of plastic panels is discouraged as they have a low-quality appearance.

5.4. Plastic should be used primarily for translucent letters or shapes intended to be internally illuminated. Materials shall be non-yellowing.

6. 0: Sign Lighting

6.1. The lighting of signs should be integrated as an element the site's and building's overall lighting design.

6.2. Signs that use blinking or flashing lights are not acceptable.

6.3. Signs that use colored lights are not acceptable.

6.4. Light sources shall be shielded to block glare from pedestrians, residential areas and the Public Realm and Dark Sky Compliant.

6.5. Signs that are backlit with lighting washing onto surfaces behind projecting solid or cut-out lettering are acceptable, creating a silhouette or "halo" effect.

6.6. Signs that are front-lit from above or below with single or multiple spotlights are acceptable.

6.7. Nonelectric signs illuminated by an exterior light source are acceptable.

6.8 Use of light projections on the exterior of a building, interior of a building that is visible from the Public Realm or Open Space or in an Open Space to produce a sign, message or logo is prohibited.

7. 0: Sign Colors

7.1 Colors should relate or contribute to the overall building design.

7.2. Contrasting colors should be used between the color of the background and the letters or symbols to make the sign easier to read.

7.3. Colors or color combinations that interfere with the legibility of the sign copy should be avoided. Too many colors can confuse the message of a sign.

7.4. Fluorescent or intensely bright colors should be avoided.

CLIMATE RESPONSIVENESS

Our Sub-Topical climate is unique and coveted by our residents and our visitors. However, it presents unique challenges to our built environment. The bright sunshine, high humidity, winds and flooding conditions must be addressed in the way we plan our sites and design our buildings. Although the Florida Building Code addresses the life safety and property damage issues associated with our climate, it does not address the design implications of our climate. The purpose of this chapter is to establish guidelines and standards to address these climactic issues in integrated, holistic and innovative ways.

A. Solar Impacts:

The number of sunny days and the warm year-around temperatures are one of the major attractions to Southwest Florida. As pleasant as those sunny days may be, the sun has significant negative impacts on the environment. It generates heat gain on our building's walls, roofs and glazing which increases the energy demands to control the indoor climate. It results in Heat Island Effects causing Micro-Climates of excessively high temperatures. The intensity of heat and ultraviolet light has a deleterious impact on building materials. Fortunately there are strategies and technologies that can mitigate solar impacts while maintaining the unique character of our built environment.

Intent:

- To ensure that consideration for minimizing solar heat gain has been incorporated in building design.
- To encourage the orientation of buildings on their sites to minimize the effects of solar heat gain.
- To ensure that techniques for mitigating solar impacts on buildings are sensitively integrated into the building's design
- To encourage the use of elements of design and proven technologies to mitigate solar impact on buildings.
- To encourage site design to provide a variety of outdoor spaces comfortable to occupants in all seasons

Design Standards:

1.0: Where possible buildings should be oriented on the site to minimize solar exposure on glazed surfaces.

2.0: Where glazed surfaces have a southern or western exposure protect, those surfaces from direct exposure to the sun through massing of the building. Appropriate techniques include:

- Recessing glazed surfaces into the mass of the building.
- Providing deep overhangs or balconies over glazed surfaces.
- Strategic massing of the building to shade glazed surfaces
- Strategic placement of plant material to shade glazed surfaces

3.0: Use of solar shading devices to protect glazed surfaces is encouraged where building siting and/or massing is not possible to shade glazing. However, these devises must be of the size and configuration to provide maximum shading of the glass and must be an integral part of the building design and not a tacked-on appendage.

4.0: Utilizing high efficiency glazing to reduce heat gain and glare is encouraged.

5.0: Encourage the use of trees, hedges, shrubs and planting screens to shade glazing.

6.0: Utilize plant material to ensure appropriate seasonal comfort of outdoor space

B. Prevailing Winds:

Prevailing winds change from season to season and as a result of weather system moving through the area. Use of natural ventilation particularly during the Shoulder Seasons is a pleasant departure from conditioned indoor space. Buildings and outdoor spaces that are sited and configured with prevailing winds in mind provide the option for natural ventilation during these times. When Open Space such as Off-Street Pedestrian Connections, Courtyards, Allies and Mews, are oriented and configured with prevailing winds in mind, pleasant and refreshing breezes can enhance the comfort level of these spaces.

Intent:

- To encourage the use of natural ventilation as an option in buildings.
- To encourage the use of natural air flow to cool Public Space
- To prevent excessive wind between and around buildings and in Public Spaces.

Design Standards:

1.0: Consider the use of operable windows and doors configured and oriented to allow for natural ventilation in Shoulder Seasons.

2.0: Orient and configure Public Spaces defined by buildings, walls and planting to capture breezes from prevailing winds particularly during the hottest seasons.

3.0: Ensure that the configuration orientation and size of the Public Space is designed to prevent high velocity winds (Wind Tunnel Effect) in and through these spaces that would render them uncomfortable to use.

C. Heat Island Effect:

The building and paving materials in our built environment contribute to Mico-Climactic temperature changes. This is due to the amount of the sun's energy they absorb and then reflect back into the environment. Areas with large amounts of roof area, hardscape, roads and parking areas will be significantly hotter than those without. Darker surfaces absorb and reflect more heat than light colored surfaces. Hence the immediately surrounding area has a higher temperature. These Mico-Climatic fluctuations result in a more uncomfortable environment and also impact energy consumption within surrounding buildings.

Intent:

- To encourage the use of materials that minimize heat absorption and re-radiation.
- To encourage the use of materials with a high albedo emissivity rating.
- To encourage the use of planting and its orientation to shade hardscape and paved areas.

Design Standards:

1.0: Utilize roofing and wall cladding materials with a high albedo emissivity rating. Avoid dark colors for roofing and walls.

2.0: Minimize the amount of hardscape and avoid dark colored paving. However, white or near white hardscape material should also be avoided to reduce excessive glare.

3.0: Incorporate planting in areas with hardscape to minimize localized heat gain.

4.0: Maximize the use of shade trees in and around parking areas to shade pavement, particular when asphalt pavement is used.

GLOSSARY

The terms included here are terms that are consistently referenced throughout the design standards and guidelines.

ACTIVE USES

Uses that contribute to the activation and engagement of the pedestrian experience. These uses include, but are not limited to, retail storefronts, restaurants and cafes, building lobbies and amenity areas, and arts and cultural facilities. Uses that are not considered Active Uses are residential units, light warehousing, mini-storage, structured and surface parking.

ALLEY

A recorded Right-of-Way which affords only secondary means of access to abutting property and which is not intended for general traffic circulation.

AMENITY ZONE

An area between the street and sidewalk that is improved with street trees, landscaping, paving, street furniture or other amenities.

ANIMATED LIGHITNG

Animated Lighting is a lighting source composed of moving parts or lights, including beacons, strobes, flashes, light emitting diodes, neon, or any other medium, that gives the appearance of motion, change in color, or otherwise change the appearance of the lighting.

ANIMATED SIGN

See City of Naples Code of Ordinances Section 50-32 - Definitions.

ARTICULATION

See Facade Articulation.

BUILDING MASSING

The overall configuration of the major three-dimensional volumes, modules, or elements of an individual building and its Facade. Such volumes, modules, or elements are generally defined by significant and recognizable changes in height, setback, or Facade plane. Also see Façade Articulation.

CLIMATE APPROPRIATE PLANT SPECIES

Plant material that is native to South Florida or similar sub-tropical climates.

COLOR TEMPERATURE

Color Temperature is a scale that measures how 'warm' (yellow) or 'cool' (blue) the light from a particular source is. It is measured in degrees of the Kelvin scale (abbreviated to K), and the higher the number, the 'cooler' the light. The lower the 'K' number, the 'warmer' the light.

COMMERCIAL SETBACK

The space created when Street Level frontages that do not contain residential units are set back from the Primary Street Lot Line. Setbacks can range in size from modest setback areas provided by building offsets to larger areas with outdoor patio seating, landscaping or other amenities.

COURTYARD

An unroofed area that is completely or mostly enclosed by the walls of a building.

DARK SKY COMPLIANT

Outdoor lighting fixtures must be fully shielded and emit no light above the horizontal plane. There shall be no sag or drop lenses, side light panels, uplight panels, etc.

DATUM LINE

An arbitrary horizontal plane used as a reference point for other vertical dimensions to be measured. It is used to highlight differentials between vertical heights of masses, floor levels, fenestration, portals and articulation on a Façade.

ENTRY COURT

A covered or uncovered setback or recess in the Building Façade or Courtyard that leads to the building entry.

FACADE

The exterior face or wall surface of a building. For the purpose of these design standards and guidelines, a Facade includes all stories of a building.

FACADE ARTICULATION

Design elements that add texture, interest, depth and. rhythm to the Facade of a building, including horizontal and vertical projections, cornices, balcony rows, fenestration patterns, awnings and canopies, as well as horizontal and vertical changes in material, color and/or finish. Also see Building Massing.

HEAT ISLAND EFFECT

Heat islands are areas that experience higher temperatures than outlying areas. Structures such as buildings, roads, and other infrastructure absorb and re-emit the sun's heat more than natural landscapes. Where these structures are highly concentrated and greenery is limited, become "islands" of higher temperatures relative to outlying areas.

HUMAN SCALE

The perception of a building and/or environment based on proportions, scaling elements, and context-sensitive solutions that allow a human to reasonably interpret the design through comparable elements in their own experience.

LIGHT POLLUTION

Light Pollution or sky glow is caused by light aimed directly up into the sky and by light reflected off the ground or objects.

LIGHT TRESPASS

Light Trespass is direct or indirect nuisances light visible from the Public Realm, Open Space or adjacent properties.

LOADING AREA

An outdoor area where materials, products are loaded or unloaded from a vehicle.

LOADING DOCK

A portal with a floor level elevated above a Loading Area or Private Access Drive to be at the level of a truck bed. It can also be at grade with ramped access drive to allow the truck bed to be level with the floor. exterior face or wall surface of a building.

LOWER STORIES

The portion of a building generally located below an Upper Story Setback.

LOWER STORY FACADE

The Primary Street-Facing Facade of a building's Lower Stories. Note that the Lower Story Facade and the Streetwall often describe the same Facade areas, although the Streetwall will sometimes rise higher along Façade areas where there is no Upper Story Setback. See the related definitions of Upper Story Façade.

LOW IMPACT DEVELOPMENT (LID)

An innovative land planning and design approach which seeks to maintain a site's pre-development ecological and hydrological function through the protection, enhancement, or mimicry of natural processes.

MASSING

See Building Massing.

MEWS

See definition for Off-Street Pedestrian Connection.

MICROCLIMATE

The climate of a very small or restricted area, especially when this differs from the climate of the surrounding area.

MULTIMODAL

Several different modes of transportation and or types of vehicles used for transportation.

OFF-STREET PEDESTRIAN CONNECTION

An improved and maintained way providing pedestrian access from the Right-Of-Way into the interior of a block. For the purpose of these design standards and guidelines, an Off-Street Pedestrian Connection includes any improved pedestrian way through the interior of a block to provide pedestrian connections between block frontages or provide pedestrian access to uses located in the interior of a block. Note that an Alley or Private Access Drive may also serve as an Off-Street Pedestrian Connection when improved for pedestrian use. Note that some Off-Street Pedestrian Connections will also meet the definition of Open Space.

OPEN SPACE

For the purpose of these design standards and guidelines, an Open Space is a privately-owned space that is adjacent to and physically open to the street, allowing public access at least during business. Examples of Open Space include privately-owned courtyards, plazas, expanded access points to Off-Street Pedestrian Connections and similar features that are intended to be publicly visible and usable. An Open Space is differentiated from a Park because it is privately-owned and would generally not provide neighborhood-level recreation space.

PARK

A large publicly or privately-owned outdoor space providing neighborhood-level amenities or recreation areas. A Park is differentiated from an Open Space because it is not specifically

associated with a privately- owned building or group of buildings and is generally much larger in size.

PLAZA

An open area located in front of or surrounded by buildings and often featuring walkways, trees and shrubs, places to sit, and Active Uses.

PRIMARY STREET

Any named or numbered street, avenue or road. Alleys and Access Drives are not considered Primary Streets in these standards and guidelines.

PRIMARY STREET FACADE

Any Facade that is located roughly parallel to, and is visible from, a Primary Street. Primary Street Facades do not include Facades that are generally perpendicular to a Primary Street, although such Facades may still be considered as a Visible Facade or Secondary Facade

PRIVATE ACCESS DRIVE

An improved and maintained way providing vehicular access from the Right-of-Way into the interior of a block. For the purpose of these design standards and guidelines, a Private Access Drive includes any privately owned off-street vehicle way through the interior of a block to provide individual vehicular access points to parking areas, service areas, an Interior Vehicle Court or similar features shared by multiple buildings or sites on a block. Note that a Private Access Drive may also serve as an Off-Street Pedestrian Connection when improved for pedestrian use. Also see Alley.

PRIVATE REALM

An area that is accessible only to the occupant of the space and those invited by the occupant and is appropriately separated from the Public Realm with a Semi-Private Realm and or screening devices.

PROPORTION

Proportion is the visual relationship of height, width and depth with respect to each other.

PUBLIC ART

Public Art includes, but is not limited to, paintings, sculptures, mosaics, earthworks, sound/light art and other artist-created works. For the purpose of these design standards and guidelines, Public Art may include works that are privately owned, but publicly accessible, including artwork located in Open Space.

PUBLIC REALM

Areas within the Right-of-Way (including streets and sidewalks) and Parks, as well as publicly accessible areas on private property, including Off-Street Pedestrian Connections, Open Space and Enhanced Setbacks.

RESIDENTIAL SETBACK

The space created when Street Level frontages containing residential units are set back from the Primary Street Lot Line. Setbacks provide space for a transition from the Public Realm to private residential units, which may include porches, stoops, landscaping and other features.

RIGHT-OF-WAY

The area of land to which the state, county, or city owns the fee simple title or has an easement for transportation or utility use. For purposes of this Handbook, the Right-Of-Way may include the roadway, sidewalks, Amenity Zone, and Alley.

SECONDARY FACADE

Any Facade that does not meet the definition of a Primary Street-Facing Facade, including Facades that face towards an Alley or Private Access Drive. Note that some Secondary Facades will also meet the definition of a Visible Façade.

SEMI-PRIVATE REALM

Areas that form a transition between the Public Realm and the Private Realm.

SERVICE DROPOFF AREAS

Areas where vehicles park short term to make small deliveries. These are not within the Right of Ways, Allies or Private Access Drive. These are differentiated from Loading Areas and Loading Docks by the fact that they are limited to short term nature and small quick deliveries and small vehicles.

SETBACKS

See Commercial Setback, Residential Setbacks and Setback Areas. Mandatory setbacks are determined by the regulations and standards of the underlying zoning district.

SETBACK AREAS

The space created between the Primary Street Lot Line and a facade. Mandatory setbacks are determined by the regulations and standards of the underlying zoning district.

SHOULDER SEASON

For the purposes of this refers the climactic seasons and not tourist seasons. It is the first half of Spring and the last half of Fall.

SCALE

Scale is the size of architectural elements in relationship to each other elements, to their surroundings and to the human.

STREET LEVEL

The first story or level in a building or structure. For the purpose of these design standards and guidelines, Street Level will generally be considered to be the story or level of a building or structure that interfaces directly with the Public Realm, including Street Level building frontages facing streets, Open Spaces and Off-Street Pedestrian Connections.

SIGN CODE

See City of Naples Code of Ordinances Chapter 50 Article II – Signs.

SIGN

See City of Naples Code of Ordinances Section 50-32 - Definitions.

STREET LEVEL FACADE

The Facade at the Street Level that faces the Public Realm, including Open Spaces and Off-Street Pedestrian Connections.

STREESCAPE

Streetscape is how the buildings, landscape hardscape, sidewalks, Amenity Zones, street furniture work together to create a pedestrian Scale and unified character to a street.

STREETWALL

The predominant opaque plane of the Primary Street-Facing Facade from the Street Level up to an Upper Story Setback or other significant shift in building massing. Note that the Lower Story Facade is part of the Streetwall.

STRUCTURED PARKING

Any form of parking elevated over grade in a manner such that vehicles are not visible from the Public Realm.

SURFACE PARKING

A storage area for motor vehicles that is not within a completely enclosed structure, including surface parking lot, deck parking and tuck-under parking.

SUBTROPICAL

A hot humid climate with frequent heavy rainfall from periods between mid-spring and mid-fall with a drier milder climate the remainder of the year.

TRANSITION ZONE

The progression of spaces from the Public Realm to a Semi-Private and or Private Realm.

UNIVERSAL DESIGN

The design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size ability or disability.

UPPER STORIES

The portion of a General Building Form that is located above an Upper Story Setback

UPPER STORY FACADE

The Primary Street-Facing Facade of the Upper Stories

UPPER STORY SETBACK

For the purposes of these standards and guidelines, a building setback to provide appropriate pedestrian height, scale and Massing.

VEHICLE ACCESS POINT

A point providing vehicular access to a Zone Lot, parking area, parking structure or shared Alley/Private Access Drive from an adjacent street.

VISIBLE FACADE

Any Secondary Facade that is visible from the Public Realm at the time of construction without significant blockage by building or site features. For example, a Facade that is perpendicular to a Primary Street and faces towards an adjacent Open Space or existing lower- scale development on an adjacent Zone Lot that does not block views of the Facade from the Public Realm will be considered to be a Visible Facade.

WALL MURAL

A mural is any piece of artwork or super graphic (which does not serve as an advertisement or a business's logo) painted or applied directly.

WIND TUNNEL EFFECT

The wind tunnel effect can occur narrow areas, passageways or between buildings in close proximity. These spaces create low pressure causing the wind to accelerate through and around them and around corners of buildings.

YARD

See City of Naples Code of Ordinances Section 44-8 - Definitions.

ZONE LOT

See City of Naples Code of Ordinances Section 44-8 – Definitions for 'Lot'.

ZONE LOT LINE

See City of Naples Code of Ordinances Section 44-8 – Definitions for 'Lot Line.'