DRB

THE DESIGN REVIEW BOARD

CITY OF NAPLES
DESIGN REVIEW HANDBOOK

for Commercial, Multifamily, Planned Development, Industrial and Public Service zoning districts

This handbook is intended to explain the qualifications for building design approval by the City of Naples Design Review Board in accordance with adopting ordinance 03-10047.

Given the guidelines incorporated in Section 106-266 of the Code of Ordinances, this handbook has been compiled to assist applicants with an understanding of the recommended practices to meet the Code and contribute to the quality of the built environment in Naples.

City of Naples ⌑ Community Development Department ⌑ Planning Division
2004

ACKNOWLEDGMENT

The composition of this handbook could not have been accomplished without the insightful contributions of the Design Review Board members and the staff of the City Planning Division:

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PREFACE

What is design review?

Design review is intended to be a process for owners, architects 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.

Design review is not intended to address zoning issues. Please refer to the City of Naples Comprehensive Development Code (CDC) for zoning regulations. If these design guidelines conflict with provisions of the CDC, the latter shall prevail. Design review offers a flexible approach, an alternative to creating additional prescriptive zoning requirements, which will promote new development that contributes to the public realm. The City of Naples Design Review Board (DRB) is a 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.

To be effective, the DRB seeks preliminary review of the project as early in the design process as possible in order to define a common set of design parameters with the applicant. This early review guides the final design to ensure compliance with applicable guidelines.

What projects are subject to design review?

The DRB covers aspects of architecture, landscaping, lighting and signage for the following projects:

- New buildings;
- Building additions over 1,000 square feet; or
- Substantial changes to building facades

in Commercial, Multifamily, Planned Development (PD), Industrial, and Public Service (PS) zoning districts.

Single family zoning districts are not subject to design review.

Who serves on the DRB?

The DRB is a 5-member board appointed by City Council. The Board is programmed to include the following membership (to the extent that qualified volunteers are available):

- 2 architects*;
- 1 landscape architect*; and
- 2 at-large city residents.

*Architects and landscape architects may reside in the city or Collier County. Other members must live in the city. The majority of Board members must be city residents.

Why get DRB review?

Code Section 2-494(d) states that DRB approval is required prior to the issuance of a building permit. According to Code Section 2-494(e), construction must comply with the plans approved by the DRB before receiving a Certificate of Occupancy or final building inspection approval.

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 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 for petitioners with experience with the design review process.

B. Application

The fourth Monday of every month is the application deadline for DRB review on the fourth Wednesday of the following month. The petition fee and 12 sets of application materials must be submitted by noon on the application deadline day.

Preliminary Review submittal requirements*:

- $150, plus advertising costs;
- 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:)

- $300, plus advertising costs;
- 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.

***** City staff may waive certain submittal requirements if deemed unnecessary due to the size and scope of the project.

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.

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.

Final Certification

Before issuance of a Certificate of Occupancy or final building inspection approval, the Community Development Director or his 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)

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.

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 guidelines supplement the CDC and provide guidance to adapt the characteristics of individual building sites to improve their designs, while meeting CDC requirements.

The guidelines are intended to:

- Set criteria and examples for judging the compatibility of new buildings and building additions in the city;
- Facilitate the understanding of the key aspects of building siting and design; and
- Highlight the important features of the surrounding community to enhance appreciation of the natural and built environment.

Who is expected to use these guidelines?

Anyone involved or interested in new development projects in the city will benefit from this handbook. The most frequent users of this document include: property owners, architects, project neighbors, DRB members and city staff.

How are these guidelines applied?

The DRB will apply these design guidelines in reviewing individual development projects. The guidelines shall be applied with consideration of the following factors:

1. Each project is unique and will pose unique design issues. With some projects, conformity with all of the guidelines could produce irreconcilable conflicts in the design. The design review process will help architects and reviewers to determine which guidelines are most important to each project.

2. Projects must also be reviewed in the context of their zoning, and the zoning of the surrounding area. Design guidelines do not override the zoning designation of the property. Design guidelines are intended to demonstrate methods of treating the appearance of new projects to help them fit in the neighborhood according to the existing zoning. Where the surrounding neighborhood exhibits a lower development intensity than the current zoning allows, the lower-intensity character should not force a property owner to significantly reduce the development potential of the proposed project.

3. Guidelines often suggest that existing context should determine appropriate design solutions. In some areas, the existing context is not well defined, or may be undesirable. In these cases, the new project should be considered a pioneer with the opportunity to establish a pattern or identity from which future development will take its cues. The site's zoning is an indicator of how the area and the project should develop.

4. Some guidelines include examples and illustrations as to how to achieve desired objectives. The examples and illustrations shown do not represent the only acceptable solutions. Architects and reviewers should consider designs, styles, and techniques that are not described in the examples, but that fulfill the guideline.

5. The checklist is a tool for determining whether a particular guideline applies to a site, so that the guidelines may be prioritized. The checklist is not a substitute for the guidelines themselves.

What defines a site's context?

It is critical that the project's architect examine the site and its surroundings, identify the key design features and determine how the proposed project can address the guidelines' objectives. For a project located on a street with a consistent and distinctive architectural character, the architectural elements of the building may be the key to helping the building fit the neighborhood. On other sites with few neighborhood buildings, the placement of open space and treatment of pedestrian areas may be the most important concerns. The following contextual objectives should be considered:

1. Address streetscape, including street layout, landscape features and visual character.

2. Use opportunities to encourage human activity and neighborhood interaction, while providing for users' privacy and physical security.

3. Minimize the effect of vehicle access on the pedestrian environment and on the visual quality of the site.

4. Use opportunities resulting from the site's configuration or natural features.

5. Identify the most important concerns for pedestrians and improve the pedestrian environment.

6. Address landscaping opportunities, such as significant trees, park space or boulevard treatments.

7. Identify distinctive architectural style, site configuration, architectural concepts, materials or other features that add to the neighborhood's visual identity or quality.

8. Identify characteristic scale, proportion, rhythm, or other patterns that add consistency to the streetscape.

9. Identify less intensive zoning districts which are next to, or across the street from, the site.

10. Preserve and enhance personal safety and discourage crime.

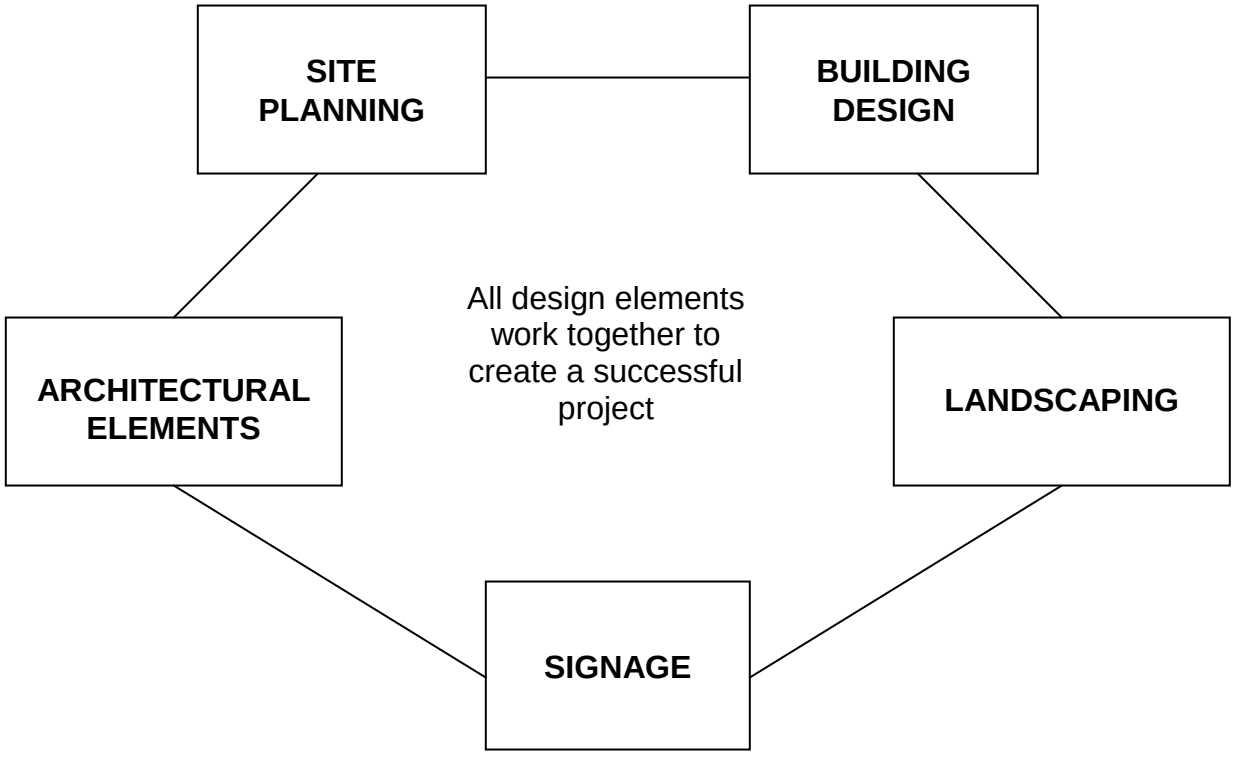
OVERVIEW OF DESIGN GUIDELINES

The Role of Context

Naples is a city of neighborhoods, and infill projects constitute most new development. Under these circumstances, good design cannot be judged in terms of the individual building on its individual site, but must be considered in the context of its surroundings. The city's design guidelines are intended to encourage architects and project reviewers to consider local conditions to produce new buildings that contribute to the fabric of the surroundings, the street, and the neighborhood.

Design Elements

Each design element addressed in the city's design guidelines is a significant component of the overall development. With proper attention to the elements identified below, proposed projects will accomplish a complementary relationship with adjacent properties and be an asset to the community.



This handbook is organized according to the following design elements.

I. SITE PLANNING

The location of buildings, parking lots, open space and service areas are the elements of site planning. A site plan should provide for the interrelationship of all elements on the site and the coordination of these elements with existing developments or natural features found on adjacent sites. A thorough analysis of on-site features and full recognition of off-site factors which will influence the development are expected to be reflected in each set of plans presented to the DRB.

Site planning should address pedestrian quality, including issues of street-level uses, parking lots along street fronts, open spaces, sidewalks and streetscaping, and screening of utilities, dumpsters, and service areas.

II. BUILDING DESIGN

The scale of new development should be compatible with its surroundings. Building orientation and physical design, including setbacks, stepbacks, modulation and human scale, can help a new project relate to nearby properties, even those of less intensity.

III. ARCHITECTURAL ELEMENTS

The exterior architectural elements of a building are the components which define the building's appearance, such as: balconies, details, entries, roofs, materials, porches and windows. Guidelines encourage new development in established neighborhoods to complement neighboring buildings and to contribute to the neighborhood identity. These guidelines do not require new buildings to mimic older ones. New structures can successfully relate to older ones while still looking contemporary and responding to changing societal needs and design opportunities.

IV. LANDSCAPING

Landscaping defines the public's visual impression of Naples as much as - or even more so than - the built environment. The CDC requires basic landscaping. The guidelines contained here specifically address screening and buffering of unsightly uses, enhancing appearance of a project's open space and buildings, reinforcing the landscape character of the street, and functioning to frame views or provide shade.

V. SIGNAGE

Signage is an integral component of the building and site design and should be appropriately scaled and consistent in character with the project's overall design.

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Building Orientation: The overall plan for the project, including the site plan, building design, landscaping, lighting and signage contributes to the image of the City as a visually attractive community.

A. Building orientation along streets should be designed to reinforce a spacious character and a sense of consistent streetscape.

B. Building orientation should not create residual pockets of arbitrarily shaped spaces along city streets. This is best managed by keeping buildings generally parallel to the street frontage. In some cases, especially in residential projects, there may be benefits, such as sound control, to angling buildings to the street. In such cases the role of landscape design assumes extra importance in dealing with odd-shaped spaces.

C. Buildings on corner lots should be oriented to the corner and public street fronts. Parking and vehicle access should be located away from corners.

D. Properties that front more than one street should be treated with the same quality of design and materials on all front building elevations.

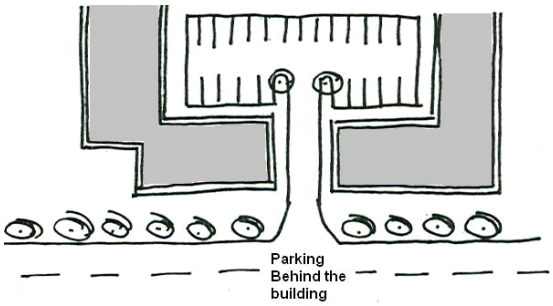
E. On larger commercial sites, such as shopping centers, a portion of the total building area should be located at the street perimeter. Such siting reinforces the streetscape and helps to provide additional screening for what normally are large parking areas.

New buildings should be placed along the street to mitigate the direct view of large parking lots.

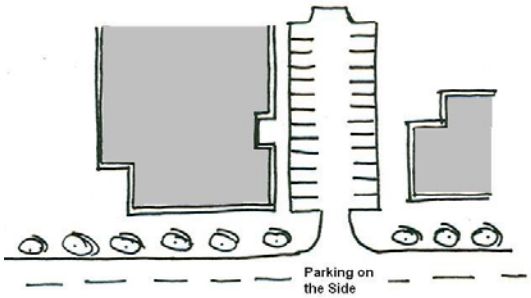
Vehicular areas: Vehicular needs should be accommodated within a project without dominating the appearance of the site or compromising pedestrian accessibility and safety.

A. Siting should minimize the impact of automobile parking and driveways on the pedestrian environment, adjacent properties and pedestrian safety. To achieve this, the following techniques are appropriate:

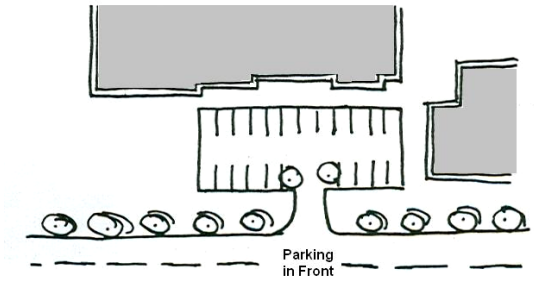
- locate surface parking at the rear or to the side of a lot;
- minimize the number and width of driveways and curb cuts;
- interconnect parking areas with adjacent property owners; and
- locate driveways so they are visually less dominant.



Recommended



Acceptable



Not Recommended

B. Buildings should be oriented to allow for the use of common driveways, especially along major arterial streets, where a reduction in the number of curb openings will enhance the streetscape, as well as promoting traffic safety.

C. As a general rule, street frontages should be composed of landscaping and building fronts, with parking located to the rear of the site. Where an alley exists, the alley is the preferred means of access for on-site parking.

This alley properly serves parking and utility functions to the rear of the sites.

D. Where parking must occupy a front yard, the landscape plan should provide for screening of cars from street view and trees planted to shade the parking area.

Well maintained hedges, mature trees, and ground cover help soften the appearance of parking lots from the street.

Views: The project's location and design adequately protects or enhances unique site characteristics related to scenic views, natural vistas, waterways or similar features.

A. View corridors or vistas to architecturally significant buildings or natural features should not be obstructed by new development.

B. Desirable views from public areas and from existing buildings should be retained, whenever possible, through the use of varied setbacks or building heights.

C. The building plan should respect and maintain views of significant existing site features, including landscaping.

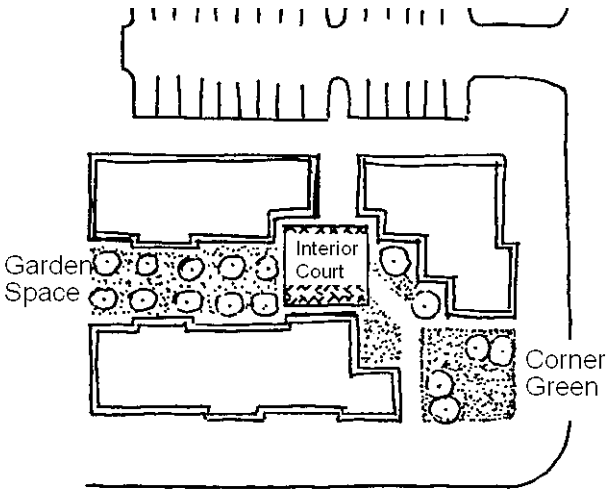
The Village at Venetian Bay is oriented to the waterway to maximize views for users to the waterfront while framing views into the project from outside vantage points.

Open Space: The design of the project should be appropriate to its function and provide adequate open space.

A. All projects should be sited to maximize opportunities for creating usable, attractive, well-integrated private and public open space. Public open spaces should create a public gesture where appropriate.

B. Common areas should be accessible from all buildings and connected by a comprehensive, on-site pedestrian circulation system.

C. Individual private open spaces provided in residential and mixed use developments should be directly accessible from the individual dwelling and should be of such size as to offer a reasonable outdoor living opportunity.



Open space should be organized into a hierarchy of spaces integrated with pedestrian paths.

D. Air conditioning and mechanical equipment should be screened and buffered to control adverse sound and visual impacts on open spaces.

E. On major projects (sites over 5 acres) and on PD projects, consideration shall be given to providing a grand public gesture within the open or green space, to identify the entry, gathering place, or focal point of the development. The grand public gesture should be visible from the public realm.


This fountain is a grand public gesture that gives identity to the space and attracts human activity.

F. The following considerations allow for the use of retention areas as open space and recreational amenities:

- Grading the site to complement proposed uses;
- Preserving plants in-place or relocating significant vegetation and revegetating; and
- Providing for safe and convenient access.

This retention area includes established trees and new plantings to improve the quality and appearance.

G. The following considerations create more harmonious transitions to adjacent developments and create more open space opportunities:

- Cluster development to allow greater open space at the perimeter;
- Orient recreational or natural elements which occur on two or more adjacent developments so that more integrated, usable open space is created.

Pedestrian uses: The project must incorporate a design which allows easy pedestrian circulation.

A. Separated vehicular and pedestrian circulation systems should be provided on each development site. Pedestrians should not be forced to use driveways for access to buildings. In both commercial and residential developments, where access must be provided across a parking area, a clearly different paving material should be used to guide pedestrians.

Painting patterns and brick pavers help pedestrians safely navigate through vehicular parking areas.

B. Pedestrian circulation on all sites should take into account all nearby off-site generators of pedestrian movement, such as open spaces, schools, shopping centers, or bus stops. If security is a concern, proper safeguards should be taken.

C. Access provisions in compliance with accessibility and ADA laws should be incorporated into the site's overall pedestrian circulation system.

D. Public spaces should incorporate landscaping that screens undesirable views and that enhances the space and architecture.

E. Whether creating new public open space, or treating the area of the property that fronts a public street, opportunities for creating comfortable and safe pedestrian-oriented open space should be considered. Public open spaces should create a grand public gesture where appropriate.

F. Examples of pedestrian enhancements along a street front include:

- Identifiable entries;
- Barrier-free visual and pedestrian access into the site from the public sidewalk;
- Paver walking surfaces;
- Pedestrian-scaled light fixtures; and
- Furniture, artwork or amenities such as fountains, benches, or pergolas.

Building entrances: Ensure that the primary entrances to all buildings provide direct, visible, and convenient access from the main streets and on-site public parking areas.

A. Building entrances that are clearly identifiable from the street make a project more approachable and create a sense of association with its neighbors.

This project addresses the street with a row of garage doors and provides no indication for how a pedestrian may enter.

B. Building entrances should be treated with emphasis and visibility by including special detailing or architectural features.

C. Building entrances which do not front the street should be clearly identified using hardscape and landscaping elements.

D. Parking structure entrances should be subordinate to pedestrian entrances in terms of size, prominence on the streetscape, location and design emphasis.

Emergency access: Emergency access provisions shall be an integral part of all site plans.

A. All development proposals shall provide adequate emergency access as required by the Naples Police and Emergency Services Department.

B. Parking aisles and access drives should be located to provide access routes for emergency vehicles. Where this is not possible, emergency access that is paved with a material which permits growth of ground cover should be incorporated in the site plan.

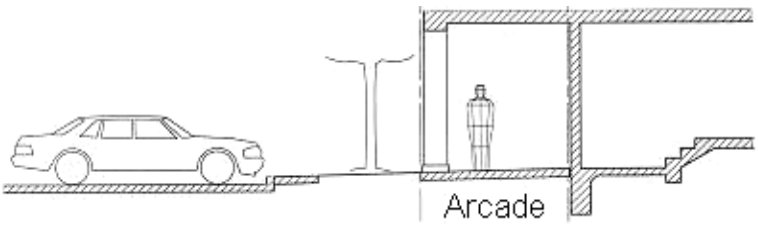
Climate: The project is climatically responsive if its design incorporates the benefits of natural resources and protect users from undesirable weather.

A. The design of a structure and its massing on the site should enhance solar exposure for the project and minimize shadow impacts on adjacent structures and public areas.

B. Building design and layout should optimize solar orientation. Larger roof overhangs are encouraged to provide shade. Porches and glazing adjustments are encouraged for filtering sunlight.

C. Public open space, recreation areas, plazas and courtyards should be located to take advantage of solar orientation, provide protection from prevailing wind, and to afford summer shade and winter sunshine.

D. On commercial streets, awnings or arcades should protect pedestrians from natural elements.



An arcade filters light and provides protection for pedestrians.

Refuse and loading: Exterior storage and loading are integral parts of the overall site plan.

A. All exterior trash receptacles shall be enclosed within a concealed structure. Enclosures shall be located where they will be convenient to users, and where noise and odors will not disturb people on the site or any adjacent site. Receptacles shall not be visible from street view. In multistory structures, a roof or trellis system should be provided to screen the trash receptacle from view by occupants of upper story units.

B. The design of the trash enclosure should be compatible with the architecture of the buildings on-site, incorporating a similar palette of materials. For residential uses, the enclosure should allow separate openings for handling the trash receptacle and for use by residents.

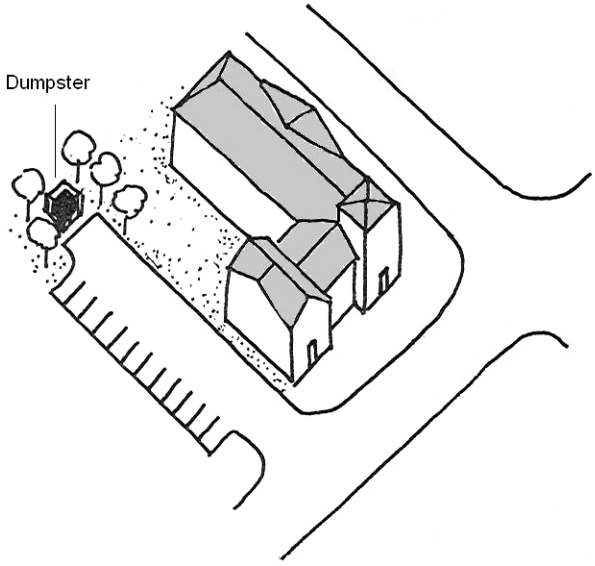
Unenclosed dumpsters are unsafe and unattractive.

C. Trash enclosures and building storage areas shall be an integral part of the project design.

D. Landscaping should be incorporated in the screening of all trash enclosures.

E. Loading and service areas should be located behind a building, not visible from street view. Access to these areas must be incorporated into the circulation plan for the site and should be separate from pedestrian circulation.

F. If location of a service or loading area behind a building is not possible, it should be screened from view with a combination of masonry walls and landscaping that reflect the material palette of both the architectural and landscape plans.



Enclosed dumpsters screened with landscaping and set away from the street front are preferred.

Lighting: Lighting should enhance the architectural character and ambience of the project.

A. Exterior lighting shall be designed to coordinate with the building and landscape architecture. Building mounted fixtures shall be compatible with the building façade. Overall lighting levels should be consistent with the character and intensity of existing lighting in the area surrounding the project site. Perimeter lights should direct light downward and not over property lines.

B. Height of pole mounted fixtures should be compatible with the height of structures within the project. The type of light fixture shall be suitable for the use it serves: i.e., bollard lights along pedestrian walks, pole-mounted lights for parking areas, spotlights for accents etc.

C. The type of light source should be consistent throughout a project. Exposed lamps or tubes visible from any public right-of-way should be avoided.

D. Lamps and light fixtures under carports and other partially open parking areas should be designed to prevent glare. All lamps in these areas should have lenses to diffuse the light, and the walls of parking areas should be finished in a light-absorbing, non-reflective color.

E. Lighting within parking garages should be designed to avoid view of long expanses of exposed fluorescent light tubes.

F. Lighting levels should be limited to the minimum necessary to provide for public safety. Areas of higher or lower levels of illumination should be indicated on the illumination plans submitted to the DRB.

A coordinated lighting scheme provides illumination while contributing the building's architecture. Bulbs run beneath this canopy, inward facing fixtures illuminate the sign, down lighting illuminates the wall sign, and sconces decorate the building face.

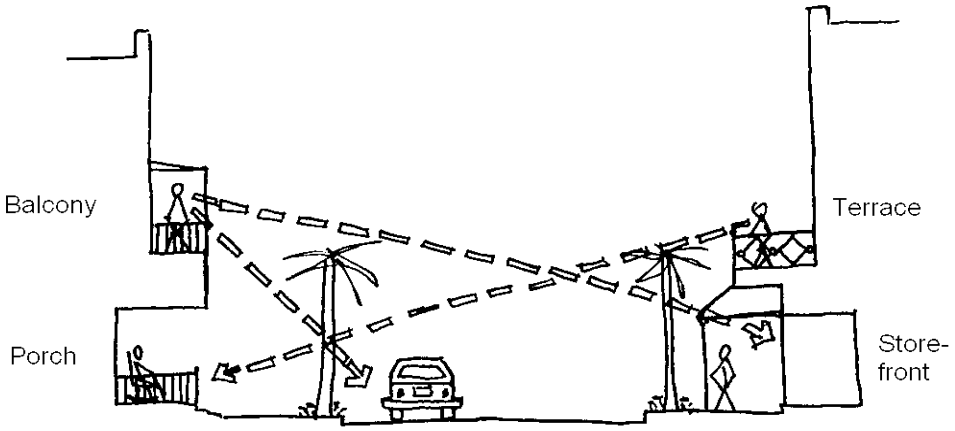
Safety: The project should incorporate defensible space concepts of Crime Prevention Through Environmental Design (CPTED). The principles of CPTED enhance the safety and livability of the built environment. Key concepts include: natural surveillance, territorial reinforcement, natural access control, and target hardening.

A. Consider the following features to enhance visibility of people, parking areas and building entrances:

- doors and windows which look out onto streets and parking areas;
- pedestrian-friendly sidewalks and streets;
- front porches; and
- adequate nighttime lighting.

B. Consider elements such as porches, balconies, decks, seating, and others to encourage activity and increase safety through informal surveillance.

C. Streets, sidewalks, building entrances and open spaces should be designed to clearly indicate public routes and discourage access to private areas.



Mixed uses and design elements like porches, balconies, terraces, and glazed storefronts enhance safety in the public realm by providing “eyes on the street.”

II. BUILDING DESIGN

The scale of new development should be compatible with its surroundings. Building orientation and physical design, including setbacks, stepbacks, modulation and human scale, can help a new project relate to nearby properties, even those of less intensity.

Compatibility: The proposed building or structure is of a quality and appearance that is consistent and compatible with the surrounding neighborhood structures and does not cause the local neighborhood or environment to depreciate materially in appearance or value.

This parking area between two buildings was replaced with a new commercial building that is compatible with adjacent buildings and even retains some open space in the form of a landscaped pedestrian via.

A. For new buildings in neighborhoods with a defined character, similar or complementary building articulation, scale and proportions, architectural style, roof forms, details and fenestration patterns, and materials should be employed. Where a well-defined context is not present, a new project should establish a pattern or identity which future development can emulate.

B. Simple box forms with architectural elements attached are discouraged.

C. Building facades should be articulated in vertical and horizontal intervals that follow existing patterns in the neighborhood.

D. Where a new structure shares a site with an existing structure or is a major addition to an existing structure, the new and existing structures should appear as a unified whole.

E. Unmodified formula and trademark buildings, or structures that attract undue attention within a neighborhood, are not considered compatible with surrounding neighborhood structures.

F. Large blank walls should not face the street or sidewalk. Where large blank walls are unavoidable, they should be treated with trellises, planters, or other human scale architectural elements.

Transition: The project's scale, size, color and proportion of building elements, components and materials appropriately relate to less intense neighborhood structures.

A. Buildings should respect adjacent properties by being located on their sites to minimize disruption of the privacy and outdoor activities of residents in adjacent buildings.

B. Upper floors or side or rear walls may be stepped back so that window areas and balconies are farther from the property line.

C. Projects should be sited and designed to provide a sensitive transition to nearby less intense zoning districts.

D. Design treatments to provide transition and mitigation of height, bulk, and scale impacts include: use of architectural style, façade modulation, details (such as roof lines or fenestration), color or material that relate to neighboring themes, or the creative use of landscaping or other screening along the edge of lower intensity zoning.

Multifamily projects can be designed for sensitive transition among single family properties by utilizing design elements that relate to the single family character.

Modulation: Buildings should be articulated with recognizable intervals that relate to the surroundings.

A. Portions of facades should step back, or extend forward, to add interest and to connect with the street.

Façade modulation gives character to this building.

B. The building intervals should each repeat features that create a logical pattern from street view. Features that help define each interval include: consistent window patterns, a porch or covered entry, a balcony or bay window, alternating dormers, stepped roofing, or gables, material changes according to building plane, lighting fixtures, trellises, or key landscape features.

This building is articulated into intervals to present a logical pattern when viewed from the street.

Human scale: The scale of ground floor elements of the project should be consistent with pedestrian scale, where appropriate, depending on its location.

A. A building has good human or pedestrian scale if its details, elements and materials allow people to feel comfortable.

B. Tools to achieve better human scale include:

- Pedestrian-oriented open space such as court-yards, gardens, patios, vias, or other unified landscape areas;

Amenities, including decorative hardscape, plantings, lighting and fountains, provide a comfortable human scale in this open courtyard.

- Bay windows extending out from the building façades that expose an internal space such as a room or alcove;
- Windows grouped together to form larger areas of glazing can have a human scale if individual window units are separated by moldings or jambs;
- Window patterns, building articulation and other treatments that help to identify individual residential units in a multifamily building;
- A porch or covered entry; and
- Pedestrian level light fixtures.

C. The visibility of garage doors along the front of buildings should not dominate the visibility of pedestrian entries in multifamily applications.

Structured parking: Integrate structured parking into the overall project with attention to convenience, safety and accessibility for users.

A. The following considerations help integrate structured parking within a project:

- Connect the pedestrian system and public spaces with the parking areas;
- Locate structured parking behind street level buildings to foster pedestrian activity on the street;
- Adjust the massing of the structured parking to create plazas and linkages;
- Unify building details and materials throughout the project; and
- Allow for multiple vehicular and pedestrian access points.

B. The following considerations help ground level facades of structured parking relate to the pedestrian environment:

- Include ground level retail uses along the public facades in commercial and mixed use zoning districts;
- Use architectural details and modulation on structured parking to reduce massing; and
- Incorporate landscaping to provide visual relief.

Ground level parking is integrated in this building's design to provide safe and convenient access.

III. ARCHITECTURAL ELEMENTS

The exterior architectural elements of a building are the components which define the building's appearance, such as: balconies, details, entries, materials, porches, roofs and windows. Guidelines encourage new development in established neighborhoods to complement neighboring buildings and to contribute to the neighborhood identity. These guidelines do not require new buildings to mimic older ones. New structures can successfully relate to older ones while still looking contemporary and responding to changing societal needs and design opportunities.

Arbors: Arbors are a transitional element between buildings and open space that provide structural support for landscaping at a human scale.

A. Arbors at building entrances add interest and provide identity for the point of access.

B. Arbors can be positioned on the site as a transitional element to mark pathways or to promote human scale between the building and the public realm.

This arbor announces the point of entry for the project.

Awnings: Awnings not only provide shade and protection from outside elements, but can be used to enhance building design.

A. Awnings should be coordinated on the building with common style, color, and support elements.

B. Awnings should be located over en-trances to identify their importance.

Awnings offer protection from outside elements and project an image for the first floor of the building.

Balconies: Balconies add interest to building facades and give building occupants an opportunity to experience outdoor space.

A. Balconies should be provided to allow building users to enjoy the outside environment.

B. Balconies should be located to break up long walls and provide a shade pattern on the building façade.

This balcony breaks the building façade and the roof line to add character to the building.

C. Balcony railings should be designed to add architectural interest to the building.

Color: Buildings and their appurtenances may be characterized by a distinguishable color palette that is compatible with the surrounding buildings.

A. Exterior colors of a light intensity are generally appropriate. The use of primary colors or black is discouraged.

B. Exterior color schemes that attract undue attention to the building are considered inappropriate.

C. The exterior color scheme should not cause the building to appear as a sign.

Details: Building design elements and details should create a well-proportioned and unified building form and exhibit an overall architectural concept.

A. Architectural elements of a building should be organized into a unified whole, so that details and features will be seen as related to the structure and not appear as add-ons.

B. Architectural treatments should provide emphasis, including special detailing or architectural features such as:

- ornamental glazing;
- railings and balustrades;
- fences and gates;
- awnings;
- canopies;
- decorative pavement;
- decorative lighting;
- seats;
- fountains;
- architectural molding;
- planter boxes;
- trellises;
- artwork.

Features, like this decorative bench, trash receptacle, and lighting, are coordinated details that enhance the experience for users of this space.

Entries: Identifiable building entries demonstrate a relationship to the public realm.

A. Building entries should be well defined, welcoming areas from the street or from parking areas.

B. Entry areas should be covered to protect visitors from the rain or sun.

C. Consideration should be given to a decorative door, double doors, or doors with sidelites.

Materials: Materials that give a sense of permanence and provide texture and scale help a new building fit better in its surroundings.

A. The use or employment of any of the following is generally considered inappropriate and will not be permitted unless appropriately integrated into a project meeting all other criteria, including aesthetic criteria, of this article:

- Corrugated metal siding;
- Fiberglass shingle roofing;
- Prefabricated metal buildings or their components; and
- False windows or doors.

B. Building exteriors should be constructed of durable and maintainable materials that are attractive when viewed up close or from afar.

Porches: Porches are a common component of architecture in Florida that provide shelter and transition from the inside of a building to the outer public realm.

A. For multifamily projects, porches should be provided for residents to sit and enjoy the environment and to provide opportunity for communication with people passing by.

B. Porch railings should be designed to add architectural interest to the building.

Roofs: Roofs and rooflines are important to defining a building's character.

A. Roof color should be harmonious with the rest of the building.

B. Roofs can be used to emphasize a part of a building, such as a gable over the main entrance.

C. Roofs with projecting dormers can be used to break up a long ridge line.

D. A variety of roof lines and planes adds interest and character to the building, especially for projects that exceed two stories in height.

E. Especially for large buildings, roof lines should vary to reduce massing.

Variations in the roof line of this building help break the apparent building mass.

F. Three-dimensional treatments enhance the architectural character of the roof, such as cornices, parapet wall details, overhanging eaves, and cupolas.

G. Parapet walls should conceal rooftop equipment, as required in Section 110-41 of the Code.

H. Roof characteristics should be consistent with roof types on surrounding buildings.

Windows: The pattern and proportion of windows and glazed areas is important to the building's architectural character.

A. On multifamily buildings, consideration should be given to accents around and/or in the window, such as muntins, mullions, shutters, or precast surrounds.

B. The number of windows and balconies on the proposed building which overlook adjacent private outdoor spaces should be avoided or kept to a minimum.

C. Windows should not align with windows on adjacent buildings.

D. Shutters should add character and dimension to the exterior of buildings. All shutters should be operable and should be sized appropriately for window coverage.

Undecorated windows that do not align in a discernible pattern do not enhance the building's architectural character.

IV. LANDSCAPING

Landscaping defines the public's visual impression of Naples as much as – or even more so than - the built environment. The Comprehensive Development Code requires basic landscaping. The guidelines contained here specifically address screening and buffering of unsightly uses, enhancing appearance of a project's open space and buildings, reinforcing the landscape character of the street, and functioning to frame views or provide shade.

Context: Landscaping that is similar to the character of the surrounding area helps a new project appear as part of the neighborhood.

A. Where a specific tree species has been established for a street, by tradition or by ordinance, new projects along the street shall utilize the established tree specimen and spacing pattern.

This tree-lined streetscape creates a sense of harmony for the neighborhood that should be maintained by new development.

B. If surrounding properties employ a common landscape pallet or theme, new plantings should fit in the neighborhood context with similar materials.

C. New development should use similar hardscape features to relate to those on surrounding properties – such as wall or fencing style, paving material or stairs.

D. Hedges should buffer the view of vehicles at the edge of parking lots at a height that allows for natural surveillance into the site for safety.

E. Pedestrian areas on or at the edges of the project site should be sheltered by shade trees.

Trees lining the street provide shade and buffering for pedestrians.

Site enhancement: The project should appropriately integrate landscape elements into the site plan and the building design.

A. Plantings should be of a size to assure the project appears to be settled into a mature landscape within one year from the issuance of the Certificate of Occupancy.

B. Soften the appearance of blank walls with plantings or trellises.

C. Trees, hedges and bushes should be used to provide privacy and security.

D. Planter guards, low planter walls and planter boxes on upper stories and roofs are features that help incorporate landscaping as part of a building's architecture.

E. Open areas that result from building modulation should feature distinct plantings.

F. Plantings should help frame views and should define the project entrance and building entries.

G. Entries should be emphasized with distinct plantings as well as decorative paving and lighting.

The approach to this building entrance is framed with palm trees to enhance the building's architecture.

Fences and freestanding walls: Walls can be helpful to define separation of spaces and to screen undesirable views of service equipment and facilities.

A. Fence and wall material and design should be coordinated with the rest of the project.

B. Fences and walls should be screened with plant material. Trees and shrubs should be planted in voids created by fence and wall variations.

C. Wall design should not create hiding places that compromise personal safety.

D. Fences and walls should incorporate variations in texture, pattern, material and alignment (meaning jogs, curves, notches or setbacks) to provide visual relief.

E. Decorative materials should be included in walls, such as tile, stone, or brick.

Special site conditions: The opportunities to use existing and new landscaping should be maximized to improve special site conditions.

A. Established trees should be retained in place or relocated on the site. Careful siting of buildings can allow established trees or other vegetation to be preserved.

This significant ficus tree was retained during parking and building renovations at the Naples Preserve.

B. When removal of a significant tree or other vegetation is necessary, contact the City Parks and Parkways Contract Coordinator for relocation services, and reinstall similar plant types where possible on the site.

C. Undesirable views of trash, utility and parking facilities should be screened with landscaping or walls.

D. Public spaces should incorporate landscaping to screen undesirable views or to enhance the space and the architecture.

V. SIGNAGE

Signage is an integral component of the building and site design and should be appropriately scaled and consistent in character with the project's overall design.

Refer to Chapter 106 of the CDC for basic sign standards.

Placement: Signage is most effective when it is located appropriately on the site.

A. Ground signs, wall signs, perpendicular signs, and awning signs are preferred to pole signs.

B. Signage should be aligned and oriented to provide clear visibility so that information is easily communicated.

C. Signage should be an integral component of the site and not a dominant feature.

D. Signage should not obscure views of oncoming traffic for motorists or pedestrians.

Continuity and consistency: The building should employ a coordinated sign plan that is integrated as part of the building design.

A. The color scheme and graphic format of all signage within a site, including directory signage, should be coordinated.

B. Individual signs on a single building should have common design, size, color, lettering style, and method of illumination.

C. External lighting or back lighting are the preferred methods of sign illumination.

D. Visible numbering should identify the building address.

This monument sign is consistent with the building's architecture while clearly identifying the building address.

Appendix A
CHECKLIST

This checklist is a brief summary of the issues addressed by these guidelines. It is not meant to be a substitute for the language and examples in the guidelines. Rather, it is a tool for assisting the determination about which guidelines are most important on a particular site.

Please explain the reasons your project will or will not meet the following standards and criteria.

I. SITE PLANNING	YES	NO	N/A	EXPLANATION
1. Reinforce existing site characteristics	☐	☐	☐	
2. Orient building to corner and parking away from corner	☐	☐	☐	
3. Discourage parking lots or structures along street frontages	☐	☐	☐	
4. Minimize visual impacts and physical intrusion of parking lots or structures	☐	☐	☐	
5. Alleys are used for vehicular access	☐	☐	☐	
6. Maintain unique view corridors & vistas	☐	☐	☐	
7. Maximize open space opportunity on the site	☐	☐	☐	
8. Provide grand public gesture on major projects	☐	☐	☐	
9. Pedestrian enhancements are provided to facilitate pedestrian circulation	☐	☐	☐	
10. Provide clearly identifiable and convenient pedestrian entry	☐	☐	☐	

	YES	NO	N/A	EXPLANATION
11. The project is climatically responsive	☐	☐	☐	
12. Screen dumpsters, utility and service areas	☐	☐	☐	
13. Encourage human activity on the street	☐	☐	☐	
14. Consider personal safety	☐	☐	☐	
II. BUILDING DESIGN				
1. Provide sensitive transition to nearby, less intensive zoning districts	☐	☐	☐	
2. Minimize intrusion into privacy on adjacent sites	☐	☐	☐	
3. Avoid blank walls	☐	☐	☐	
4. Details and elements provide comfortable human scale	☐	☐	☐	
5. Garage doors don't subordinate pedestrian entries	☐	☐	☐	
III. ARCHITECTURAL ELEMENTS				
1. Complement positive existing character and respond to community	☐	☐	☐	
2. Unified architectural concept	☐	☐	☐	
3. Articulated design elements and details	☐	☐	☐	

	YES	NO	N/A	EXPLANATION
V. LANDSCAPING				
1. Reinforce existing landscape character of neighborhood	☐	☐	☐	
2. Landscaping enhances the building appearance	☐	☐	☐	
3. Compatible fence and wall system	☐	☐	☐	
4. Landscaping takes advantage of special site conditions	☐	☐	☐	
5. Preserve quality mature vegetation	☐	☐	☐	
6. Follow established streetscape materials and pattern	☐	☐	☐	
VI. SIGNAGE				
1. Signage is an integral component to the building design	☐	☐	☐	

VII. Tradeoffs

The tradeoffs that I have made in designing this project are:

1. _____
2. _____
3. _____

Appendix B
GLOSSARY

Accent lighting – directional lighting that emphasizes a particular object or draws attention to a particular area.

Access – means of approach, including road, street, alley or walk.

Access control – environmental space specifically designed to encourage easy yet subliminally restricted access. It is intended to promote the feeling that visitors are on private property and are expected to act responsibly.

Addition – new construction that expands the square footage of an existing building, including decks, porches, attached garages, etc.

Alley – (CDC §82-10) a recorded right-of-way which affords only secondary means of access to abutting property and which is not intended for general traffic circulation.

Alteration – a change in the layout or structural supports of an existing building without increasing the building's overall size. Synonym: remodeling.

Arbor – a light, open garden trellis structure used to support vines; differs from a trellis in that an arbor has depth, where a trellis is a flat structure.

Arcade – a series of arches and columns that forms a corridor or passageway.

Architect – 1. The responsible individual required to present projects to the Design Review Board. 2. A legal designation reserved for a person professionally qualified and licensed to perform architectural services, including analysis of project requirements, creation and development of project design, preparation of drawings, specifications, bidding requirements, and general administration of the construction contract.

Architectural element – an object or detail used to add character or function to a building or structure.

Architectural embellishment - (CDC §82-10) a non-habitable design element surmounting a building's roof, including but not limited to minor cupolas, towers, and monitors, intended as a decorative, non-functional feature.

Architecture – the use of art and science in the construction of buildings.

Awning – a rooflike covering, often adjustable, positioned over a window or door to protect against the sun, rain, and wind.

Awning window – a window consisting of a number of top-hinged horizontal sashes, one above the other, the bottom edges of which swing outward.

Balance – a pleasing arrangement of objects, either symmetrical or asymmetrical, around an imaginary central point.

Balconet – a false balcony used as a decorative element rather than for practical use.

Balcony – (CDC §82-10) a platform enclosed by a parapet or railing that projects from the wall of a building and is not within the general outline or profile of the building.

Band – any horizontal flat element or group of moldings slightly projecting from a wall plane, used primarily to mark a division in the wall or column.

Barrel vault – a semicircular masonry vault supported by parallel walls or arcades.

Building – (CDC §82-10) any structure having a roof and used or built for the shelter or enclosure of persons, animals or property of any kind.

Building code – (CDC §82-10) the Standard Building Code, as adopted by the city.

Building permit – a documented authorization granted by the city of Naples to proceed with construction, issued after the project plans obtain final Design Review Board approval and are reviewed for building and zoning code compliance.

Camber window - a window arched at the top.

Carport – a covered shelter for an automobile, with sides open to the weather.

Casement window – a window hinged on its vertical side to swing in or out.

Casing – the exposed trim or molding around doors and windows, used to produce a finished look to door and window openings.

Certificate of occupancy – a document issued by the Building Division stipulating the designated use of a building, confirming the construction complied with existing building codes, and permitting human occupancy.

Color rendering – an elevation or perspective drawing, in color, conceptualizing what is expected to be built.

Conceptual drawing – a drawing that reflects a vision of what something should or will look like.

Consistency – the quality of relative sameness, or the desire to achieve almost identical physical characteristics.

Cupola – a small structure, often a dome on the ridge of a roof, primarily for light, ventilation, and decoration.

Development - (CDC §82-10) the carrying out of any building activity or mining operation, the making of any material change in the use or appearance of any structure or land, or the dividing of land into three or more parcels (F.S. § 163.3221(3)).

Dormer – (CDC §82-10) a small gable projecting from a sloping roof holding a window set vertically. The size of a dormer is relative to the proportion of the roof it projects from and is not a dominant element of this roof slope.

Dwelling unit - (CDC §82-10) an assemblage of rooms or spaces that could provide living accommodations for a single family, whether in a single-family residence, a residence in a multifamily residential building or a single-family living unit in a transient lodging facility.

Eave – the part of a sloping roof that projects beyond the walls, protecting them from rainwater and providing an aesthetic quality.

Elevations - a scaled measured drawing (without perspective) showing the vertical elements of a wall or building.

Fascia – a horizontal band or board, often used to conceal the ends of rafters, or the front of an object.

FEMA – Federal Emergency Management Agency; FEMA requires minimum first habitable floor elevations according to the expected 100-year flood level.

Fenestration – the stylistic arrangement of windows in a building.

Gable – the vertical triangular end of a building having a double-sloping roof.

Gate house – (CDC §82-10) an accessory nonresidential building or structure which is utilized by a security guard or gatekeeper for the exclusive purpose of controlling access to a parcel of property.

Grand public gesture – a significant design feature or amenity within open or green space that is consistent in scope and scale with the entire project, and that provides a recognizable landmark and creates a sense of place visible from the public realm.

Hipped roof – a roof with slopes on all four sides. The "hips" are the lines formed when the slopes meet at the corners.

Landscape architect – an individual, professionally qualified and licensed for the design and development of landscapes.

Landscape material - (CDC §82-10) any of the following or combination thereof: shrubs, vines, hedges, grasses, plants, and trees.

Mansard roof – a roof type with two slopes on each of the four sides, the lower slope being steeper than the other.

Open space - the portion of a site not occupied by buildings or parking.

Ornamental buffer – (CDC §82-10) shall be a minimum of six feet high and shall be composed of structural or plant materials. Within one year of installation, and at all times thereafter, ornamental buffers shall be at least 75 percent opaque and shall be maintained in a neat, attractive condition.

Ornamental screening - (CDC §82-10) framed construction or other material, including a parapet wall, which conceals rooftop heating, ventilating and air conditioning equipment, and which is integrated into the overall design, textures, materials, and colors of the building.

PD - (CDC §82-10) a zoning designation for planned development. A planned development allows a mix of well-designed residential, commercial, recreational and other uses. The PD district encourages imaginative, high-quality land planning by approving development compatible with surrounding land and activities.

Parking garage – a structure with two or more tiers or levels designed exclusively to park or store automobiles and light trucks, also known as parking structure.

Pediment – a triangular or curved ornament, representing a Greek gable end roof, used over the entrances of buildings and windows.

Pilaster – a rectangular vertical member projecting only slightly from a wall, with a base and capital as with a column.

Plinth – the base or base courses of a wall or a building collectively, treated as to give the appearance of a platform.

Porch – an open or semi-enclosed covered entrance to a building, with a separate roof, usually large enough for seating and walk space; may be screened or glass-enclosed

Porte cochere – an attached, covered entrance to a building projecting over a driveway to shelter passengers arriving in vehicles.

Portico – an elaborate covered entrance to a building, usually with columns, supporting a separate roof.

Preliminary drawings – drawings prepared during the early stages of the design process to enable decisions to be made on future development.

Public gesture – a design feature or amenity within open or green space that identifies a point of entry, gathering space, or focus, that is visible from the public realm.

Quoins – large blocks of stone, stucco, wood, or brick arranged to accentuate the corner of a building; normally laid in alternating large and small blocks; may also serve as a structural element.

Relief – carving, chasing, or embossing raised, for prominence, above a background plane.

Rendering – a usually colored perspective or elevation drawing illustrating the various colors, materials, etc., of a proposed project giving an image of the finished project.

Site plan – a scaled drawing of the property including a plan of the proposed building or project, and the placement and orientation of its various components, as described in Section 86-202 of the CDC.

Soundproofing – use of material on or within the walls of a room that prohibits sound from escaping to other parts of the building or to other buildings.

Structure - (CDC §82-10) means anything constructed or erected, the use of which requires a permanent location on the ground or attachment to something having a permanent location on the ground.

Terrace – an embankment with a level top, or a flat roof, that is paved, planted, and decorated for leisure use.

Transom window – a small hinged window above a door or another window that can be opened for ventilation.

Trellis – an open grating or latticework frame used to support vines and climbing plants.

Trim – refers to the various decorative moldings (window and door casing, crown, base, picture mold, chair rail, sills, etc.) that are permanently affixed to bare walls.

Turret – a superimposed, small slender tower emanating from the corner of a building.

Window – a glazed opening in an exterior wall that provides an interior space with natural light.

Appendix C
REFERENCES

The following sources were used for reference in creation of this document.

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Appendix D
(see online application for current version and required documents)

City of Naples Application for

DESIGN REVIEW

Date Received _____

File Number _____

Staff Reviewer_____

Preliminary ☐ Final ☐

Architect:_____

Architectural Firm _____

Address:_____

Telephone #: _____Fax #_____E-mail:_____

Owner of Property:_____

Address:_____

Telephone #: _____Fax #: _____E-mail:_____

Project Name _____

Address/Location of Subject Property _____

_____

Legal Description of Property Involved _____

_____

_____

_____

_____

_____

Existing Zoning _____

Total Acreage/Square Footage of Subject Property _____

Total Number of New Dwelling Units _____

Total New Square Footage of Non-Residential Uses _____

Public Art (choose one): Contribution to Fund ($1/SF) ____ Placement On-Site _____
Not Applicable (no square footage) ____

Petition Request and Summary of Facts

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

In signing below I acknowledge and attest that I am the owner of the property described above and/or the duly appointed representative of the owner(s) of the property described above; that I understand the nature and ramifications of this petition relative to the property; that I hereby authorize the petitioner and their agent to represent the property during any deliberations regarding this petition; that I allow access to the property by City staff and City elected and appointed officials for the purpose of inspecting the premises relative to this petition; that all information contained in this petition and associated materials is correct; that any incorrect information may render the final decision and recommendations on this petition void; and that I have read the Proposed Policy Guidelines for Presentation of Petitions to the Naples City Council approved under Resolution 01-9397.

_____ _____
Signature of Property Owner Date

_____
Printed Name of Property Owner

In signing below I acknowledge that I am the architect or authorized agent for this petition and I attest to the accuracy of all information contained in this petition and associated materials; that I understand that any incorrect information may render the final decision and recommendations on this petition void; and that I have read the Proposed Policy Guidelines for Presentation of Petitions to the Naples City Council approved under Resolution 01-9397.

_____ _____ _____ _____
Signature of Architect Date Signature of Agent Date

_____ _____
Printed Name of Architect Printed Name of Agent

STANDARDS AND CRITERIA CHECKLIST:

Section 50-241 lists the design standards and criteria that shall be considered by the Design Review Board when reviewing petitions for design review. This checklist is a brief summary of the issues addressed by the design review guidelines and the standards and criteria and is provided to assist in determining compliance. Please explain how your project will meeting the guidelines, standards and criteria.

STANDARDS AND CRITERIA	YES	NO	N/A	EXPLANATION
I. Site Planning				
1. Reinforce existing site characteristics				
2. Orient building to corner and parking away from corner				
3. Discourage parking lots or structures along street frontages				
4. Minimize visual impacts and physical intrusion of parking lots or structures				
5. Alleys are used for vehicular access				
6. Maintain unique view corridors & vistas				
7. Maximize opportunity on site for open space and public art				
8. Provide grand public gesture on major projects				
9. Pedestrian enhancements are provided to facilitate pedestrian circulation				
10. Provide clearly identifiable and convenient pedestrian entry				
11. The project is climatically responsive				
12. Screen dumpsters, utility and service areas				
13. Encourage human activity on the street				
14. Consider personal safety				
II. Building design				
1. Provide sensitive transition to nearby, less intensive zoning districts				
2. Minimize intrusion into privacy on adjacent sites				
3. Avoid blank walls				
4. Details and elements provide comfortable human scale				
5. Garage doors don't subordinate pedestrian entries				
6. Articulated design elements, details, intervals and modulation				
III. Architectural Elements				
1. Complement positive existing character and respond to community				

STANDARDS AND CRITERIA	YES	NO	N/A	EXPLANATION
2. Unified architectural concept				
IV. Landscaping				
1. Reinforce existing landscape character of neighborhood				
2. Landscaping enhances the building appearance				
3. Compatible fence and wall system				
4. Landscaping takes advantage of special site conditions				
5. Preserve quality mature vegetation				
6. Follow established streetscape materials and pattern				
V. Signage				
1. Signage is an integral component to the building design				

VI. Tradeoffs

The tradeoffs that I have made in designing this project are:

1. _____

_____

2. _____

_____

3. _____

_____