

AN EXECUTIVE SUMMARY _ Stock Development Company's One Naples High Rise Project

The Stock Development's One Naples high-rise project fundamentally disregards the Collier County Growth Management Plan (GMP) and Land Development Code which residents and neighborhoods rely on to protect their quality of life and home investment. For this reason, and for the technical matters outlined below, the Collier County Board of Commissioners must deny the proposed GMP amendment. The community fully understands that in doing so, the property will retain its current C-3 zoning, which will provide much needed walkable and bikeable neighborhood services.

The proposed GMP amendment doubles density in the coastal high hazard zone and paves the way for the rezoning request that doubles allowable building height, reduces setbacks by 70%, and cuts in half required open space. The project is not compatible with, or complementary to, adjacent comparable neighborhoods. One Naples will introduce a Collins Ave., Miami Beach-like development into the Naples Park, Gulf Shore Drive and Vanderbilt Beach Road communities. To avoid this outcome, the Commissioners must deny the GMP amendment. Acknowledging this extreme and radical departure from the type of development allowed under the GMP, approval of this project would provide a rationale for future too tall, too dense, irresponsible projects to continue to alter for the worse existing neighborhood character throughout Collier County.

Should the Commissioners see fit to approve the amendment notwithstanding the outcry from thousands of community residents, Collier planning staff, in considering the rezoning request, has recommended approval of the project but conditioned to make the buildings better fit the neighborhood. Staff proposes limiting the height of all four building to seventy-six feet. With a redesign option of the towers, setting back higher stories in a "wedding cake" fashion, staff would allow a height of one hundred and twenty-five feet (60% of the 208-ft request). Staff also recommends a front setback of 25-feet for all four buildings, rather than the 10-ft to 15-ft setback that the Stock plan is based on. Additionally, it recommends allowing a front setback of 15-feet for the two towers based upon a site plan redesign that provides retail services along Vanderbilt Beach Road and Gulf Shore Drive.

Although the Naples Park Area Association, the Pelican Bay Property Owners Association, the Vanderbilt Beach Residents Association, Save Vanderbilt Beach, and other communities can support staff design conditions, given the transformative nature of the project even at the reduced scale, the better approach is to deny the project outright.

