

HISTORIC PRESERVATION PROGRAM:

A COLLABORATION BETWEEN
NAPLES HISTORICAL SOCIETY, INC. AND
THE CITY OF NAPLES, FLORIDA

It Takes a Community to Preserve One!



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20 November 2017, Rev. 9

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**Historic Preservation Program:
A Collaboration Between Naples Historical Society, Inc.
and the City of Naples, Florida**

Executive Summary

Naples Historical Society, Inc. (herein, the Society) has taken the lead to research and prepare this historic preservation program on behalf of the citizens of Naples, Florida. It represents the best form of this collaboration.

This program will support language found in the Comprehensive Plan, the Vision Plan, and the Future Land Use Element regarding maintaining the character and charm of the City. The current Vision Plan title is, "Preserving Naples: A Vision Plan to Keep the Best of the Past, while Building a Better Community for the Future." This preservation program will do just that.

With the submission of this written program, an official letter from Mayor Bill Barnett of the City of Naples, an Ordinance prepared by the City, and other required paperwork, the City of Naples and Naples Historical Society seek authorization from the State of Florida Bureau of Historic Preservation to execute this historic preservation program.

Background

Since 1885, Naples, Florida¹ has always reflected an amalgamation of culture: those with resources and those who provide products and services for the community. Regardless of financial standing or the creep of development, whether *then* or *now*, many people across the board have cared, and still care deeply, about safeguarding Naples' past.

In 1987, interested citizens in Collier County Florida received approval from the Florida State Historic Preservation Office (SHPO) and the National Register of Historic Places (NR) for official recognition of the Naples Historic District as a Landmark. The District is an area in the heart of Naples that is less than 1/10th of one square mile². Note that of the 67 counties in Florida, 52 counties have historic districts, and a few counties have more than a dozen districts each, while Collier County has only one historic district³.

There were attempts over the next 20 years to institute an historic preservation program after the 1987 National Register approval (1989 to 2007). But, nothing substantial ever passed. The lack of a formalized preservation program for the entire District was a result of intense property rights considerations, among many other reasons.

¹ Appendix A: Brief History of Naples, Florida.

² Appendix B: Naples Historic District boundary.

³ Appendix C: Florida Facts.

The only formal declarations for the Naples Historic District regarded (1) an approval for one residence to operate as a Bed & Breakfast⁴ and (2) for houses in the District to heed a 180 day-period prior to tearing down an historic structure⁵. While the latter was deemed helpful at the time to maintain the District's integrity, this wasn't enough.

In 2013, the Society chose to explore how it could lend perspective to the historic preservation challenge in Naples. With unprecedented philanthropic funding and generous membership support, the Society began to research and craft a program that was named the *Naples Historic District Initiative*.

Before any preservation promotion could begin, the Society had to ensure that the Naples Historic District itself was still intact. That required an update to the original 1987 list.

During an intensive period, 2014-2016, the Society's 15-member Naples Historic District Advisory Roundtable⁶, worked to evaluate and update the list of structures⁷ in the Naples Historic District, taking care to keep the same geographic boundary as was first recognized in 1987.

The field and industry experts on this Advisory Roundtable volunteered their time over a 2.5 year period as a way to demonstrate their belief in the need for a preservation program in Naples. The Advisory Roundtable's evaluation included houses that were 50+ years old, even though "...some resources acquire historical qualities before the passage of 50 years."⁸

This updated list⁹ of historic structures in the Naples Historic District has been approved by the State Historic Preservation Office (November 2016), the Florida National Register Review Board (May 11, 2017), and the Keeper of the National Register as well (July 28, 2017). The updated list has been officially recognized by the City of Naples, pending SHPO approval for this historic preservation program proposal.

Having an updated and recognized list was a great beginning, but, in short order, it became apparent that there was great need to overcome the challenges to preservation, including:

1. Recognizing the impacts of growth,
2. Understanding the real property market and associated market economics,
3. Knowing that construction and maintenance vary like a fingerprint,
4. Remembering Naples' geography and resultant impact on old houses,

⁴ While currently zoned to operate as a B&B, it is now a private residence.

⁵ City of Naples Ordinance 06-11179, filed with the City Clerk on August 14, 2006.

⁶ Appendix D: Naples Historic District Advisory Roundtable Members.

⁷ Structures are either contributing or non-contributing. See also Design Review Guidelines in the Appendix.

⁸ U.S. Department of the Interior, National Register of Historic Places.

⁹ Appendix E: List of Structures in the Naples Historic District.

5. Having a willingness to understand that there have been mis-interpretations and unintended consequences surrounding the concept of preservation¹⁰,
6. Insisting vehemently that property rights could never be infringed, and
7. Noticing that the breadth of historic preservation was virtually unknown.

This cumulative lack of awareness and information existed at the institutional, commercial, community, and residential levels.

To begin to overcome all of this, in-person meetings, phone calls, email exchanges and website research were the basis of the information gathering¹¹ and planning.

After years of work and with generous advice from many people around the State of Florida, this Initiative evolved into a public-private collaborative effort between the City of Naples and Naples Historical Society.

Formalizing this historic preservation program would wisely echo Naples' pride for and resolve to reasonably manage an important neighborhood as best as is possible. Without an historic preservation program, there will be fewer and fewer houses to showcase our wonderful and vibrant history for the community and future generations to come.

Significance of the Updated & Approved List

The magnitude of this National Register-approved list is three-fold:

- (a) so the residents and the City itself can rally behind a Landmark with great pride,
- (b) to serve as the de facto list for possible exceptions from the Florida Building Code with regard to substantial improvements to historic structures, and
- (c) to serve as the de facto list for possible exceptions from the National Flood Insurance Program floodplain regulations.

Comprising 97 parcels, including main houses, guest houses, garages, commercial structures and the Naples Pier, the updated list of contributing structures carries vast weight because this last update now includes:

- (a) aged-in historic structures given the lapse of time and
- (b) several structures that were missed on the original list from 1987. The rationale for the additions is found on page 2 of the Naples Historic District Inventory Comparative Evaluation¹².

¹⁰ Appendix F: "Teardowns on a Tear", Naples Daily News, July 24, 2016.

¹¹ Appendix G: Agencies Consulted.

¹² Appendix H: Comparative Evaluation of Structures in the District.

The comprehensiveness of this updated list guarantees that there will never be another time, now or in the future, to add to this list (assuming the same boundaries). The revised list shows houses originally built pre-1900 to 1967. Circa 1970, the release of insurance monies from Hurricane Donna (1960) resulted in a new production housing market. This landmark neighborhood began to alter significantly in architectural style. This, indeed, is the last list.

Furthermore, this same evaluation of the structures indicates Naples has 64 “at-risk” buildings (main living houses) in the Naples Historic District. Implementing a program to preserve what Naples currently has is truly time-sensitive.

City of Naples’ staff reports that four (4) historic homeowners restored their houses over the last 10 years. While this fact is correct, there has been also a 61% decrease in the original 1987 inventory of historic buildings as a result of total demolition.

Naples Historical Society, and much of the community, opine that this local historic preservation program, based on this revised and updated list of historic contributing structures, will best address the existing 64 houses at risk today.

Two Very Important Facts

While there is an abundance of (new) information throughout this document, two vital facts for all property owners, and other community members, are included here.

Q: What are the results of listing in the National Register?¹³

A: *“Listing in the National Register does not, in itself, impose any obligation on the property owner, or restrict the owner’s basic right to use and dispose of the property as he or she sees fit.”*

Q: What are the restrictions, rules, and regulations for historic property owners?¹⁴

A: *“From the Federal perspective, a property owner can do whatever they want with their property as long as there are no Federal monies attached to the property.”*

Community Outreach

Throughout the last several years, Naples Historical Society held in-person meetings or corresponded with many, many constituencies in Naples and Collier County about this initiative and resulting historic preservation program. Most importantly, the Society reached out to the District’s residents a dozen times in order to share information or answer questions (in person and/or by U.S. mail).

¹³ Source: U.S. Department of the Interior, FAQs, <https://www.nps.gov/nr/faq.htm#restrictions>

¹⁴ Ibid.

Formal outreach to the District's residents¹⁵ began in November, 2015, with invitations to attend one of three small group gatherings held at Historic Palm Cottage™. The "Cottage" is Naples Historical Society's flagship asset, a landmark listed in the National Register of Historic Places (built in 1895), and serves as the epitome of a well-maintained historic house. A handful of District residents attended each of the three neighborhood gatherings; discussion and input flowed generously and opinions were discovered. These meetings produced valuable exchanges, all of which aided program-building and refinement.

The Society broadcast its plans and status reports to many others as noted below.

- ✓ Three widely promoted community meetings¹⁶ took place; two in Rooney Hall of St. Ann's Church (twice on March 21, 2016) and one in the River Park Community Center through a Naples Historic District Symposium (January 12, 2017). All were videotaped and have been made available to view in Naples Historical Society's Archival Viewing Center.

Five City Council Members (of seven) were present at the January 12th Symposium. Also in attendance at the Symposium were Mr. Ruben Acosta, Florida State Historic Preservation Office, and Mr. Steve Martin, National Flood Insurance Program, along with several respected, local industry professionals¹⁷. This Symposium was highly valuable to shaping the program and earning more community support.

- ✓ The Society presented its District Initiative to Naples City Council formally through City Council regular meetings and workshops on several occasions¹⁸. All presentations have been archived on the City's website.
- ✓ Naples Historical Society was present for discussion at City Council regular meetings regarding Naples' Vision Plan and the Future Land Use Element¹⁹ because both include language on the value of historic preservation.
- ✓ The Society prepared several editorial opinion pieces for the Naples Daily News and one feature story for eBella Magazine.²⁰ Naples Daily News' government relations reporter also wrote two feature stories²¹ about this subject. Three letters in opposition to this project are included in this footnote as is the Society's reply. The two people opposed were concerned about infringement of private property rights. It should be noted for the record that the Society received no phone calls or letters in opposition to this project after the last published NDN article.

¹⁵ Appendix I: Written Communications with Naples Historic District Residents.

¹⁶ Appendix J: Rooney Hall Map & District Symposium Advertisement in Gulfshore Business Magazine.

¹⁷ Appendix K: Symposium Panelists.

¹⁸ City Council Workshops held on April 18, 2016; April 17, 2017, and May 15, 2017.

¹⁹ Vision Plan – February 13, 2017; Future Land Use Element—February 27, 2017.

²⁰ Appendix L: Five Naples Daily News Perspective pieces and one eBella article.

²¹ Appendix M: Two Naples Daily News feature stories and four Letters to the Editor.

- ✓ The Society was a guest of The Bob Harden Show, a popular and respected radio program that features news and commentary about Southwest Florida²². The radio recordings are on the Society's website: www.NaplesHistoricalSociety.org
- ✓ Naples Historical Society spoke about its Initiative at the invitation of numerous associations and civic groups²³. Many other informational conversations were held over the years.

It is important to note that, in addition to the outward support for this project from its Membership and the community at-large, the Society also collected hundreds of Endorsement Letters²⁴.

District Real Estate

Collier County's population in 1930 was 2,883. Today, the population is 348,777 (an increase of 11,000% which was primarily during 1960-1980). The county's population growth projections range up to 627,100 people by 2040²⁵ and some say well over 1,000,000 by 2050.

While much of this growth will occur in eastern Collier County, there is only one beach, one Naples Pier, one Historic Palm Cottage, and one birthplace of Naples: the Naples Historic District. Since the District's initial landmark designation in 1987, the growth throughout the county has resulted in highly coveted and expensive real estate. This shapes Naples' economic reality.

The population figure, as of this writing, for the City of Naples is 21,845. This population resides in a land area of about 14 square miles. Residential real estate prices in the City of Naples run up to \$61 million²⁶; this particular listing is 1.2 miles from Historic Palm Cottage, the center of the Naples Historic District. These facts suggest that a reasonable preservation program is needed sooner rather than later.

Florida Building Code, State Historic Preservation Office, National Flood Insurance Program, and Certified Local Government

²² The Bob Harden Show: November 27, 2016; December 21, 2016, and January 6, 2017.

²³ City of Naples, Naples Area Board of Realtors-NABOR, Historical & Archeological Preservation Board of Collier County, Daughters of the American Revolution Everglades Chapter XIX, Community Foundation of Collier County, Florida Gulf Coast Chapter of the Appraisal Institute, Naples Area Professional League of Executive Services, The League Club, The Rotary Club of Naples, Old Naples Association, Fifth Avenue Business Improvement District, many Rotary Clubs, and still many more.

²⁴ Appendix N: Endorsement Letter.

²⁵ University of Florida, Bureau of Economic & Business Research, Florida Population Studies, Bulletin 165 (2013)

²⁶ 2500 Gordon Drive, 34102, Zillow search on 13 June 2017.

Florida Building Code (FBC) requires that the State Historic Preservation Office (SHPO) authorize, via a formal transfer of authority to a designated entity in local community, all design-related decision-making responsibilities for modifications to historic structures before it will recognize a local historic preservation program. This is one purpose for this historic preservation program.

Without an approved local historic preservation program, Florida Building Code (FBC) defers to the State Historic Preservation Office (SHPO) in determining what is considered historic, either individually or in a recognized historic district, as well as for determining if the house will remain historic after any proposed modification work is completed.

With regard to a local **program**:

Chapter 12 of the Florida Building Code, Historic Buildings²⁷, says: *“If the **program** that designated the building as historic determines that it will continue to be an historic building after the proposed work is completed, then the proposed work is not considered to be a substantial improvement.”* **Exemptions to substantial improvement rules, aka The 50% Rule, may facilitate the preservation of historic structures.**

Also, Chapter 12 of the Florida Building Code on Historic Buildings recognizes as historic, *“contributing resources within a National Register of Historic Places listed district.”* This passage regards exceptions to rules governing substantial improvements to historic contributing structures in an historic district. As noted previously, the list of structures in the Naples Historic District has been formally recognized/approved at the federal level. **Exemptions to substantial improvement rules, aka The 50% Rule, may facilitate the preservation of historic structures.**

Similarly, the National Flood Insurance Program (NFIP) acknowledges SHPO’s sanction of the local historic preservation program as well as the National Register’s list of contributing structures to discern which historic houses may be exempt from local floodplain regulations. This said, a homeowner may be able to keep the same base flood plain elevation when modifying an historic structure. **Exemptions to floodplain rules may facilitate the preservation of historic structures.**

There were numerous discussions about Naples’ becoming a Certified Local Government with Mr. Michael Zimny, Historic Sites Specialist with the Florida Bureau of Historic Preservation. He confirmed via email on March 6, 2017²⁸, that City of Naples does not need to become a Certified Local Government (CLG) in order to have an historic preservation program.

This is because the CLG program exists primarily to certify the transfer of federal and/or state dollars in historic preservation projects. Naples’ historic preservation program does not include

²⁷ Appendix O: Florida Building Code, Chapter 12, Historic Buildings.

²⁸ Appendix P: CLG Clarification.

financial incentives from the Federal Government or the State of Florida²⁹. Should the City of Naples wish to pursue becoming a CLG in the future, it may do so at any time, but it is important to understand that becoming a CLG is not required for the authorization of a local historic preservation program.

The Historic Preservation Program

Private Property Rights Statement: Because this is a voluntary preservation program, all homeowners will maintain their right to raze and build to their design preference (following the City's other applicable regulations).

Overview: The work of the Society's Naples Historic District Initiative frames the City of Naples' Historic Preservation Program. The preservation program's goal, as has been publicly stated multiple times, is as follows:

This program seeks to achieve broad visual integrity in the Naples Historic District by forging a local, user-friendly pathway to preserve (maintain, restore, rehabilitate, or otherwise modify) historic houses such that property rights are respected and the National Flood Insurance Program's community rating is not adversely affected.

This means that Naples' historic preservation program will not pursue a legislative mandate or otherwise prescriptive design measures for historic preservation in the Naples Historic District. Doing so would not maintain the wide-spread community support cultivated to date.

The benefits to the homeowner and homeowner team, include but are not limited to the following. He or she will:

1. Possess a better understanding of what constitutes historic preservation,
2. Understand that modification design ideas have wide berth,
3. Know there are options before deciding to raze a house,
4. See that the City process for preservation is more streamlined,
5. Could maintain broad visual integrity with new construction and keep the house as a contributing structure to the District,
6. Understand s/he has the right to raze,
7. Knows descendants or future owners may do as they wish,
8. Strengthen community pride, and
9. Increase property value (good for the owner and the City).

²⁹ Pursuit of Federal or State preservation grants will fall exclusively on the homeowner and may subject the homeowner to an interior plan review.

Rather than create a separate Historic Preservation Commission, as many communities do, Naples' historic preservation program will be managed as a hybrid between the City of Naples and Naples Historical Society. This reflects the on-going friendly collaboration between the City of Naples and the Society.

The Society will manage outreach, education and information sharing, while the City of Naples' Planning Department and Building Department, will manage the formal review processes.

While there are 64 historic houses at risk in the Naples Historic District, the extent of restoration or modification activity may not warrant anything more formalized as of this writing. However, the City of Naples reserves the right to create an oversight committee at any time, now or in the future.

The Representative Process: Naples' historic preservation process is best understood through two relatively simple questions. This dialogue and the general, representative process itself is supported by a flowchart³⁰. The two questions are:

1. Is the house a nationally recognized historic structure in the Naples Historic District?
2. What are the proposed design modifications³¹?

The first question is an objective question; the updated list of structures in the Naples Historic District includes the answer to that Yes/No question. The second question, however, is subjective and is the reason for an intellectual dialogue between the architect/petitioner and the Design Review Board. *See also Design Review: 64 Houses at Risk!*

Inform, Inspire, Preserve: Naples Historical Society's outreach will focus on residents of the District, real estate professionals³², land use attorneys, architects, contractors, civic and neighborhood associations, engineers, landscape architects, conservation and other like-minded organizations and associations, and, of course, the general population.

To accomplish this, the Society hired a part-time staffer (*Historic Preservation Outreach Coordinator*). The Society also recommended that the City of Naples consider hiring a planning department preservation specialist³³ who will facilitate *homeowner teams* entering this process. This homeowner team could include the owner (buyer—seller), real estate professional, architect, contractor, land use attorney, and Naples Historical Society.

The City's preservation specialist position and the Society's outreach coordinator are considered high-value because: (1) there are 64 at-risk historic structures in the Naples Historic District, (2) the real estate market in this area continues to grow at breakneck speed, and (3)

³⁰ Appendix Q: Program Flowchart.

³¹ See the section, Design Review, for more information.

³² There are approximately 6,000 licensed real estate professionals in Collier County.

³³ Appendix R: Coordinator Job Description.

the only way to preserve is to inspire first, and that takes good information from knowledgeable people.

The Preservation Message - Approaches & Options: To inform and inspire a homeowner and her team to preserve or add to the broad visual integrity of the Naples Historic District, the Society will market:

- the existence and importance of the Naples Historic District,
- the voluntary nature of this program,
- the fact that if no federal dollars are involved, design review is based on the exterior, not the interior of the house,
- the potential of exemptions from building regulations³⁴ because of the updated list of structures,
- the increased value of the property (for both owner AND City), and
- *homeowner options*. These options refer to the breadth of historic preservation found within the Approaches to Preservation³⁵; this is commonly misunderstood or little known.

All of this would be complemented by the Society's commitment to continue marketing the District as a respected neighborhood landmark. See also the section, "The Future: IMAGINE!"

This Approaches to Preservation document was extracted from relevant sections of the Secretary of the Interior and National Register, together exposing four (4) general Approaches to Preservation. An abridged version follows:

#1	Retain and Preserve <i>Example: Historic Palm Cottage</i>	Preservation applies the measures necessary to sustain the existing form, integrity, and materials of a historic property.
#2	Protect and Maintain <i>Example: 40 9th Avenue South</i>	Rehabilitation adapts a property for a compatible use through repair, alteration, and addition while preserving those portions or features that convey its historical, cultural, or architectural values.

³⁴ Floodplain and 50% Rule.

³⁵ Appendix S: Approaches to Preservation.

#3	<p>Repair: Alterations & Additions <i>Example: 53 Broad Avenue South</i></p>	<p>Restoration retains as much of the fabric from the historic period as possible. Inconsistent features may be removed and missing features faithfully reconstructed in accordance with the restoration period.</p> <p>Alterations may include cutting new entrances or windows on secondary elevations, inserting an additional floor, installing an entirely new mechanical system, or creating an atrium or light well. Alteration may also include the selective removal of buildings.</p>
#4	<p>Replace and Reconstruct <i>Example: The Naples Pier</i></p>	<p>Reconstruction depicts, with new construction, the form, materials, features, and character of a property that no longer exists, as it appeared at a particular period of time, usually in its historic location.</p>
Not Historic, but Contributing	<p>New Construction in the Vernacular</p>	<p>New construction, if handled appropriately, can add to the cultural significance of a District by virtue of its visual integrity, and while it may not be considered a historic structure in itself, it can be considered a contributing resource to the neighborhood as a whole.</p>

Too often in Naples, historic homeowners, industry professionals, institutional staff, and the general community at-large believe there are two options for their houses: keep it as is with very little change...or raze it. Many are unaware of the rehabilitation options available, and this is crucial to know when the words, "tear down" are ubiquitous or when razing a house is erroneously positioned as the only choice.

When an historic homeowner wants or is faced with substantial improvements, the above-mentioned preservation approaches will be suggested to the owner and the team in the order in which they appear so that the breadth of these options is clearly visible and promoted before a decision to raze is made. This will eradicate the vacant notion of having only two options, keep it as is or raze it.

Note that building new in the vernacular³⁶ is the last alternative to razing a house. A property owner should consider this if s/he declines the breadth of design options presented above or if the house cannot be constructively salvaged (as determined by the homeowner team).

Building new in the vernacular is beyond a “replacement” (#4 Approach) because it refers to a totally new structure that does not replace the specific characteristics of the razed house. If a homeowner chooses to raze an historic structure and build new in the vernacular, the homeowner:

- will not be exempt from base flood elevation nor substantial improvement requirements, but
- will maintain his/her house as a contributing structure in the District because the house will continue to possess broad visual integrity³⁷.

More information on the recommended guidelines for new construction in the vernacular are found in the section titled Design Review.

The inspiration to consider these options will be forged by the homeowner working alongside his/her homeowner team: the informed architect, a knowledgeable real estate professional, and an accomplished contractor. Consequently, there is great value in continued outreach and education.

Outside of the District: Residential structures that are located outside of the Naples Historic District and are not currently designated by the National Register as historic should follow the flowchart diagram. Going to the State of Florida’s Bureau of Historic Preservation to apply for historic acknowledgement and for design review is a choice that has been used by a few homeowner teams in Naples. The opportunity here is to let the historic homeowners residing outside of the District know that there are preservation options for them as well. See also, The Future section.

Incentives: The City of Naples currently offers various incentives to preserve historic structures. Those incentives include a 180-day waiting period before a structure is demolished and guest house additions if the lot can accommodate it under other land use regulations.

The Society does not recommend pursuing tax credits, as most tax credit schemes focus on generating commercial re-development in blighted areas; the Naples Historic District was never and is not a blighted area.

³⁶ Vernacular refers to an architectural style that gently reflects a community’s history. See Design Guidelines & Recommendations in the Appendix.

³⁷ “A district possesses a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development.” National Park Service, National Register. https://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_4.htm#district

Also, the Society explored, but is not pursuing, property tax abatements on the modified structure's increased value. This is due to the expected rejection of such, given that the Naples Historic District is at or near the epicenter of expensive real estate. It would be imprudent to juxtapose the restoration of houses in this expensive area against the County's other service needs.

Design Review Board

The City of Naples' Design Review Board (DRB) has been an authorized design review body since 2003. The DRB meets the 4th Wednesday of every month at 9am in City Hall with an average meeting time of two hours. All meetings are publicized and open to the public and include opportunities for public comment on a specific Agenda item or during Open Comment for any other subject.

One DRB purpose is to "*preserve existing areas of natural beauty and cultural importance*³⁸." This clearly supports this historic preservation program by achieving broad visual integrity in the Naples Historic District.

The DRB is authorized to review single-family, multi-family houses and commercial buildings in the Naples Historic District as well as historic houses outside of the District that have been individually acknowledged by SHPO³⁹.

Often, members from the DRB or the Planning Advisory Board (PAB) later campaign for a Naples City Council seat. In the last 17 years, there were eight such people⁴⁰, three of whom are currently members of Naples City Council. Additionally, one current DRB member has recently announced his Naples City Council candidacy for 2018.

Current DRB members⁴¹ have been thoroughly vetted by the City of Naples through lengthy public hearings. The knowledge of the local market, combined with a passion for maintaining the City's character is revealed through many deliberations. The City's website says the DRB is a five-member board appointed by City Council (plus one alternate). The composition of the DRB (majority, City of Naples residents) is to include following to the extent that qualified volunteers are available:

- 2 architects;
- 1 landscape architect; and
- 2 at-large city residents who have backgrounds allowing interpretation of design and related matters.

³⁸ Appendix T: Design Review Board Purpose, excerpt from the City of Naples' website (29 June 2017).

³⁹ Appendix U: Design Review Board Ordinance.

⁴⁰ William MacIvaine (2000); John Sorey (2004); Gary Price (2005); Margaret Sulik (2008); Dorothy Hirsch (2010); **Sam Saad** (2010); **Reg Buxton** (2016); **Ellen Seigel** (2016); current Council members are **bolded**.

⁴¹ Appendix V: Design Review Board Resumes.

To date, the DRB is a highly sought-after community volunteer position and draws excellent candidates. As a point of comparison, Naples Historical Society reviewed the board member criteria and actual board member resumes from Collier County's Historical & Archeological Preservation Board (HAPB). The county also approves new board members to the extent that qualified volunteers are available. As it turns out, Naples Historical Society's President & CEO serves on the County's HAPB (2017 to present).

Design Review: 64 Houses at Risk!

Historic districts are not museum pieces frozen in time. *Changes to properties located in historic districts are inevitable*⁴². Naples, as has been pointed out, is a vastly unique market in Florida with its unique challenges to historic preservation. Knowing about design options that are not prescriptive is critical to preventing tear-downs.

Since this historic preservation program does not request or commit federal or state dollars for any residential modification effort, design plan review may focus on the exterior only; the interior is not subject for review when no federal dollars are involved. This was confirmed by Ruben Acosta, SHPO, at the Naples Historic District Symposium on January 12, 2017.

The State Historic Preservation Office consults the National Register's criteria for evaluation for the modification of historic structures. The primary review components are Age, Significance and Integrity. The Naples Historic District list of contributing structures includes houses that already reflect age, significance and integrity; that is because these houses have received approvals at the state and federal levels.

Florida Building Code (FBC) refers to the Secretary of the Interior for the evaluation of a modification plan to an historic structure. It says modifications, *"...shall be guided by the recommended approaches in rehabilitation set forth in the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, Appendix B"*.

*Naples' Design Review Guidelines & Recommendations*⁴³: The DRB is not required to memorize a haunting, prescriptive list of mandates in order to evaluate design plan modifications. Other communities with long histories of rigid regulatory measures or that have preservation fully embedded in their social, institutional, or cultural fabrics may do so, but it is not required.

Before examining the Guidelines, consider the following:

...from the 1966 Historic Preservation Act:

"The Criteria for Evaluation...were written to offer broad guidance based on the practical and philosophical intent of the 1966 (Historic Preservation) Act," an Act

⁴² This sentence was extracted from the City of West Palm Beach's website:

<http://wpb.org/Departments/Development-Services/Historic-Preservation/Home/Additions-in-a-Historic-District>

⁴³ Appendices W + X: Naples' Design Review Guidelines & Secretary of the Interior's *Appendix B*.

intended to govern how Federal dollars are used in preservation projects. They are advisory, not regulatory.

...from the Secretary of the Interior's Standards:

*"The Standards are neither technical nor prescriptive, but are intended to promote responsible preservation practices that help protect our Nation's irreplaceable cultural resources. For example, they cannot, in and of themselves, be used to make essential decisions about which features of the historic building should be saved and which can be changed."*⁴⁴

...from SHPO:

*"You may exercise broad interpretations of the ten standards as applied by the local review board judgment. Exterior application only is acceptable."*⁴⁵

While Naples' guidelines are not prescriptive, the review process will include demonstrable subject areas for presentation and debate. This review will take place after a formal homeowner team/petitioner presentation to the DRB and will be based on intellectual dialogue that considers the house in question and, among other things, its relationship to its neighbors and other houses within the District. The Design Review Application will facilitate the process.

See the Design Review Guidelines in the Appendix for definitions and direction.

The Design Review Application should be submitted after a pre-application meeting with Planning Department staff as a way to determine the appropriate processes for a given project⁴⁶. A pre-submittal conference should also be scheduled prior to submitting an application.

The application or form will reflect a hybrid between the City of Naples' commercial design review application and another employed by Collier County's Historical & Archeological Preservation Board, the latter of which is called a Certificate of Appropriateness. An unofficial, draft Design Review Application form is attached to this document.⁴⁷ This is subject to revision.

The Design Review Application includes fundamental questions for the homeowner team, and ultimately verifies if the DRB members consider the proposed work on the historic house will maintain its historic integrity after the work is completed.

See the program's Design Review Guidelines in the Appendix for more information.

⁴⁴ Source: <https://www.nps.gov/tps/standards/four-treatments/treatment-guidelines.pdf>

⁴⁵ Ruben Acosta, Survey & Registration Supervisor, Florida Department of Historical Resources, Naples Historic District Symposium, January 12, 2017.

⁴⁶ This would be no different from the pre-application meeting requirement for the existing commercial Design Review Application process.

⁴⁷ Appendix Y: Design Review Application, unofficial and subject to revision.

Design review approvals or denials require a majority DRB vote. All DRB decisions are subject to further approvals from the PAB (variances and non-conformities), and/or Building Department (life safety), and/or City Council. A DRB vote that opposes the proposed work will result in either a revision to the design plan or be subject to an appeals process, which historically has been handled by Naples City Council.

The Best Strategy to Reach Success: Understanding the approaches to preservation, the value of homeowner options, the Naples' market, the concept of *integrity*, the Secretary of the Interior's Appendix B, and the program's Design Review Guidelines will help the homeowner team to prepare well, and it will help the DRB's ensuing discussion and decision to safeguard, to the best of the DRB members' abilities, that the design modifications will maintain broad visual integrity and keep a house historic after the proposed work is completed.

Design Review for New Construction in the Vernacular

Recommended guidelines for new construction that adds to the broad visual integrity of the District are similar to St. Augustine and West Palm Beach. The guidelines will focus on three of the 10 Secretary of the Interior's Standards for Preservation. This ensures these houses possess broad visual integrity and, consequently, will remain on the list of contributing structures in the District. The three standards are:

- #2: Retention of distinguishing architectural characteristics,
- #3: Recognition of historic period, and
- #9: Compatible design for new alterations and additions.

See the Appendices on the Design Guidelines and the Design Review Application form for more information.

Rejected Design Modification Plans

If an owner of an historic house ultimately chooses a design that the DRB says does not possess broad visual integrity and, therefore, determines it would not be considered contributing after the work is completed, then revised design plans would be encouraged. If the homeowner chooses to raze the historic house, then floodplain and substantial improvement regulations would apply to the new construction. **If the homeowner decides to build a house that does not contribute to the broad visual integrity of the Naples Historic District, the homeowner would provoke the removal of an historic house from the National Register, not an**

insignificant event. Demolition permit would be issued after a 180-day period and following other City of Naples regulations.

The reasons for removing a property from the Naples Historic District are found in the Design Review Guidelines & Recommendations Appendix.

The Future...IMAGINE!

Once the City of Naples is approved by SHPO through a transfer of authority to have an historic preservation program, Naples Historical Society has many plans for historic preservation marketing and outreach. The ideas are included below as a way to indicate the sheer scope of work connected to inspiring appreciation for historic preservation. After all, preservation is a long-term endeavor. In no particular order:

1. The Society plans to reach out to state and/or regional universities that have an architecture program to engage students to submit front elevation sketches for Preservation Approach #1, #2, and #3 for all 64 at-risk houses in the Naples Historic District. This non-copyrighted cadre of illustrations will be shared with all constituents to demonstrate what is possible within the realm of historic preservation.
2. Pending approval of this preservation program, the Naples Area Board of Realtors (NABOR) has agreed to incorporate in the multiple-listing system, MLS, an additional “drop-down” selection for realtors and their clients when searching for a house, e.g. three bedroom, two bath, *Naples Historic District property*. With 6,000 realtors in Naples, this will be a tremendous help in reminding everyone that a Naples Historic District exists. Furthermore, this collaborative effort will facilitate seed-planting with all parties, providing inspiration to call the Society to learn more as well as to open the discussion with their homeowner team about preservation options.
3. Depending upon philanthropic grant awards available and awarded, Naples Historical Society may work in conjunction with NABOR to market Naples’ historic houses to a highly selective list of potential buyers who believe in historic preservation.
4. A city-wide survey of existing historic houses (outside of the Naples Historic District) would yield a list of non-District residential historic structures. This would greatly aid those non-District homeowner teams by reducing time and investment in the preservation of a given house. It would generate palpable goodwill in the community as well. The Society would recommend that the City of Naples pursue becoming a Certified Local Government at that time in order to access the expertise of the State of Florida’s survey professionals and waive any fees associated with such a project.
5. The Society has reached out to both the City and the County to explore the opportunity of including the words, “Naples Historic District Property” on select invoices or mailings, just to serve as a reminder to the residents that they live in an historic district. Exploration continues.

6. Naples Historical Society will work with the State of Florida and/or with private philanthropy to fund plaques of pride for those homeowners who choose to restore a house by any preservation approach or build new in the vernacular. Additionally, a complimentary one-year *Club of 100!* Membership in Naples Historical Society will be presented to each of these homeowners. Press releases or other overt cheers will be based on the homeowner's interest in said publicity. Confidentiality will prevail if that is desired.
7. The Society is currently working on an annual summer community collaboration with the Blue Zones Project—Southwest Florida⁴⁸. We anticipate this partnership will coalesce the educational essence of Naples Historical Society's walking tours of the Naples Historic District and the central message inspired by Blue Zones that walking is good for one's health. It's a community win-win.
8. Wayfinding is an issue the City of Naples is currently vetting. The Society will continue to voice its opinion on the need for appropriate signage marking the Naples Historic District and Historic Palm Cottage, both of which are landmarks listed in the National Register of Historic Places...a vital reminder to everyone.

The Request

Naples Historical Society relies on five preservation initiatives and 10 educational programs to inspire awareness and appreciation for Naples history⁴⁹. Action to preserve is based on a community's resolve to do it, and that will happen with a custom-tailored, market-driven program.

Now, 30 years after the original National Register designation, Naples has an historic preservation program that will work. This program is a collaboration stewarded by Naples Historical Society⁵⁰ and, in conjunction with the City of Naples, it is respectfully submitted for SHPO review and categorical approval in order to achieve what was once a seemingly elusive ambition.

*“Change is inevitable.
All we can do is to keep it on the most desirable track.”*

--The late Earl Hodges (1927-2013)
in his April 2011 oral history film

It Takes a Community to Preserve One!

(239) 261-8164

www.NaplesHistoricalSociety.org

⁴⁸ Blue Zones is a community-wide well-being improvement initiative to help make healthy choices easier for everyone in SWFL (<https://southwestflorida.bluezonesproject.com>)

⁴⁹ Appendix Z: Overview of Naples Historical Society, Inc. & *What Do We Do?*

⁵⁰ Appendix AA: Society Board of Directors and Bio for Elaine L. Reed, President & CEO of the Society.

APPENDICES

A	1-3	Brief History of Naples, Florida
B	1	Naples Historic District Boundary
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I	1-20	Written Communications with District Residents
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Q		Program Flowchart – <i>See Oversized 11" x 17" Document</i>
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Z	1-3	Overview of Naples Historical Society & <i>What Do We Do?</i>
AA	1-3	Society Board of Directors and Elaine Reed's Bio

APPENDIX

A



A BRIEF HISTORY OF NAPLES, FLORIDA

INDIAN TRIBES & EUROPEAN SETTLERS

The first humans reached Southwest Florida about 10,000 years ago. Calusa Indians originally occupied the land, digging canals and building huge mounds of shells for temples. While the Calusa warriors fended off many European explorers, including Juan Ponce de Leon who discovered Southwest Florida in 1513, they eventually succumbed to warfare, enslavement and European disease epidemics. By the early 1700s, the Seminole Native Americans – comprised of Creek Indians, escaped black slaves and refugees – settled in the area, but with ongoing disputes with white settlers, and government pressure to move to reservations west of the Mississippi River – the Seminoles fought the U.S. Army to a stalemate in the longest, bloodiest and most expensive Indian war in U.S. history. The few surviving Seminoles found refuge deep in the Everglades and Big Cypress Swamp where they developed a culture uniquely suited to the climate and terrain of south Florida.

Southwest Florida remained virtually uninhabited until after the Civil War when farmers and squatters made their way south. Early pioneers fished and hunted for a living, raised crops, dug clams, made charcoal, sold bird plumes and trapped otters and alligators for their pelts and hides. Trading posts started by Ted Smallwood on Chokoloskee Island and George Storter at Everglades City became important gathering places for the few isolated settlers and Indians. By the late 1880s, Naples and Marco Island were already gaining popularity as winter resorts for wealthy Northerners and sportsmen.

EARLY NAPLES

In the late 1800s, during U.S. surveys of Southwest Florida, a senator from Louisville, General John S. Williams, was spellbound by descriptions of the area and planned to visit Southwest Florida, buy land and develop a city.

He recruited Walter Haldeman, the owner of the *Louisville Courier-Journal* newspaper, for the expedition. In 1885, the men chartered a boat and sailed down the coast looking for a piece of mainland where they could establish their city. As they sailed by the location of present-day

Naples, they noticed the miles of beaches, and when they discovered a bay just behind the beach, they thought they had found paradise.

The Naples Town Improvement Company was founded in the autumn of 1886 to establish a town named Naples, reminiscent of the Italian peninsula, and develop it as a winter retreat. The company purchased 3,712 acres between the Gulf of Mexico and what is now known as Naples Bay for \$11,136, or \$3 an acre.

THE FIRST HOTEL & BEACH HOMES

In the next few years, both Williams and Haldeman built homes on the beach, hired a Fort Myers firm to build a pier and had survey teams plan their city. At the center of their city was a 16-room hotel situated two blocks inland from the pier at the narrowest piece of land between the beach and the bay. The hotel opened in 1889 and Rose Cleveland, the sister of President Cleveland, was the first guest.

By 1889, the Naples Town Improvement Company was running short of funds and borrowing from Walter Haldeman. He had so far invested \$35,000 into the venture, and other investors were tired of losing money. On January 10, 1890, the Naples Town Improvement Company was sold at public auction on the steps of the Naples Hotel. The only bidder was Walter Haldeman, and for \$50,000 he bought the company in its entirety including 8,600 acres of land, the hotel, the pier, the steamship *Fearless* that transported guests to and from Naples and General Williams' house. Mr. Haldeman continued to promote Naples, but more and more over the years he ran the hotel and the town as a loving hobby.

Ed Crayton, a successful land developer from St. Petersburg, came to town in the early 1900s. There he met Walter Haldeman's son's secretary and they were shortly married. At the same time, Mr. Crayton bought all of Haldeman's property except for his home. Thus, a new chapter in Naples history began. Mr. Crayton developed Naples until his death in 1938, at which time the estate passed to his wife, Mrs. Lindsey Crayton until the 1950s. Under the Crayton's supervision, many changes were made during this time including the introduction of electric power in 1926, the rail service in 1927, and the completion of Tamiami Trail in 1928. With high hopes of big development, a market crash in 1929 and then World War II a few years later kept Naples a small but lovely oasis until the mid-1950s.

(CONTINUED)

THE CREATION OF COLLIER COUNTY

Collier County's creation in 1923 and its early economic growth were closely tied to Memphis-born millionaire, Barron Gift Collier. With his fortune from streetcar advertising, Collier introduced paved roads, electric power, telegraphs and countless new businesses and homeowners to Florida's last frontier. The completion of the Tamiami Trail in 1928 also unlocked the region's enormous agricultural and resort potential.

World War II introduced hundreds of aircraft servicemen to Naples and Collier County when the U.S. Army Air Field, now Naples Airport, was activated in 1943 to train combat pilots. At one point, several hundred men and 53 aircrafts were assigned to the Naples base. Many veterans returned after the war as prospective home buyers and businessmen. A direct hit by Hurricane Donna in 1960 stimulated Naples' growth with an infusion of insurance money and loans.

The county seat was transferred from Everglades City to East Naples in 1962, signaling a new era of sustained growth in agriculture, tourism and real estate that has made Collier County one of the fastest developing areas in the nation.

Visit

Naples Historical Society's Historic Palm Cottage™

For more information!

Or peruse the Society's website for our

1,000-page book on Naples history!

Naples, A Second Paradise: The History of Naples, Florida (2013)

239-261-8164

www.NaplesHistoricalSociety.org

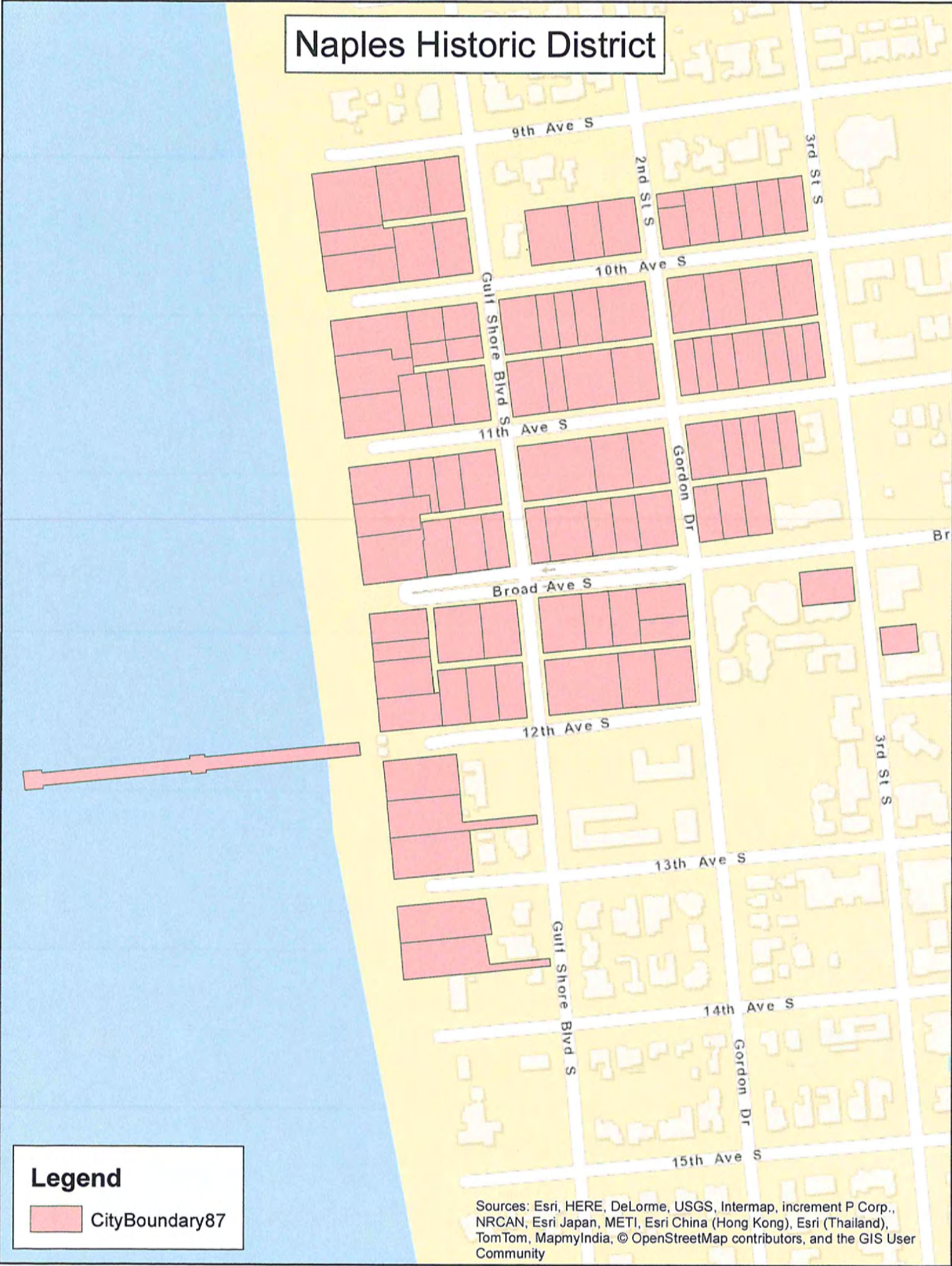
137 12th Avenue South

One block east of the Naples Pier


APPENDIX

B

Naples Historic District



Legend

 CityBoundary87

Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

APPENDIX

C



Naples Historic District Initiative

March 21, 2016

FLORIDA FACTS



67 counties in Florida

52 counties have historic districts

32 have multiple historic districts

Palm Beach County has **16** historic districts

Sarasota County has **17**

St. Johns (St. Augustine) has **8**

Miami Dade has **10**

Collier County = 1

APPENDIX

D



Naples Historic District Advisory Roundtable

- Joe Boggs, P.S.M., South Florida Surveying, Inc.
- W. Christian Busk, ALSA, Landscape Architect, Busk & Associates, Inc.
- Ray Carroll, State Certified Real Estate Appraiser, Carroll & Carroll
- Vin DePasquale, Business owner, The Dock at Crayton Cove
- Joe Frontiero, Contractor/Owner, Frontier Custom Homes, Inc.
- C. Matt Joyner, Architect, A.I.A., Matt Joyner Architects
- Marta & Chester Keene, "Old timers"
- Richard Prebish, Real Estate Professional, William Raveis - Florida, LLC
- Elaine L. Reed, MPA, President & CEO, Naples Historical Society, Inc.
- Tony Ridgway, Business owner, Ridgway Bar & Grill
- Mary S. Smith, Chair of the Board, Naples Historical Society, Inc. (2011-2016)
- Jim Steller, President, American Structural Engineering, Inc.
- Margaret "Dee" Sulick, Vice Mayor, City of Naples (2008-2016)
- Gary Thomas, Homeowner
- Michael Timmerman, CRE, FRICS, Principal, MJT Realty Economic Advisors, Inc.

Chief City Council Champion: Vice Mayor, Linda Penniman

APPENDIX

E

Naples Historical Society, Inc.

Naples Historic District Initiative

List of Contributing Resources: 23 August 2017

		NHD ADVISORY ROUNDTABLE			
<u>Address</u>	<u>Street</u>	<u>Parcel ID</u>	<u>Year Built</u>	<u>Contributing Resource</u>	<u>Preservation Approach</u>
1	10th Avenue South		1972	NO	
32	10th Avenue South		1926	YES	3
66	10th Avenue South		1910	YES	2
75	10th Avenue South		2007	NO	
92	10th Avenue South		1940	YES	2
95	10th Avenue South		2005	YES	New Construction-V
112	10th Avenue South		1941	YES	1
132	10th Avenue South		1926	YES	2
144	10th Avenue South		1938	YES	2
148	10th Avenue South		2014	YES	New Construction-V
149	10th Avenue South		1926	YES	3
163	10th Avenue South		2014	YES	New Construction-V
186	10th Avenue South		1948	YES	2
187	10th Avenue South		1929	YES	3
215	10th Avenue South		1935	YES	1
230	10th Avenue South		1955	YES	3
240	10th Avenue South		1967	NO	
241	10th Avenue South		1954	YES	1
255	10th Avenue South		1955	YES	1
263	10th Avenue South		2001	YES	New Construction-V
264	10th Avenue South	1401 3400 007		Vacant Lot	
273	10th Avenue South		1930	YES	1
285	10th Avenue South	1401 4240 004		Vacant Lot	

284 & 290	10th Avenue South		1951		YES	1
12	11th Avenue South		1928		YES	2
15	11th Avenue South		1920		YES	1
35	11th Avenue South		1930		YES	2
44	11th Avenue South		1935		YES	1
66	11th Avenue South	1400 1360 007			Vacant Lot	
75	11th Avenue South		1985		NO	
88	11th Avenue South		1940		YES	2
99	11th Avenue South		2014		YES	New Construction-V
123	11th Avenue South		1935		YES	2
130	11th Avenue South		1930		YES	1
157	11th Avenue South		1910		YES	2
162	11th Avenue South		1949		YES	2
175	11th Avenue South		1920		YES	3
186	11th Avenue South		1948		YES	3
205	11th Avenue South		1940		YES	2
210	11th Avenue South		1921		YES	2
223	11th Avenue South		1950		YES	2
230	11th Avenue South		1940		YES	2
231	11th Avenue South		2014		YES	New Construction-V
244	11th Avenue South		1935		YES	2
251	11th Avenue South		1950		YES	1
256	11th Avenue South	1401 3000 009			Vacant Lot	
269	11th Avenue South		1939		YES	2
272	11th Avenue South		2000		NO	
281	11th Avenue South		1925		YES	2
287	11th Avenue South		1920		YES	3
25	12th Avenue South		1888		YES	4
55	12th Avenue South		1986		NO	
60	12th Avenue South		2010		NO	
61	12th Avenue South		1982		NO	

71	12th Avenue South		2014	YES	New Construction-V	
95	12th Avenue South		1910	YES	3	
137	12th Avenue South		1895	YES	1	
163	12th Avenue South		1935	YES	1	
55	13th Avenue South		1896	YES	3	
76	13th Avenue South		2012	YES	New Construction-V	
40	9th Avenue South		1909	YES	2	
62	9th Avenue South		1997	YES	New Construction-V	
38	Broad Avenue South		1957	YES	3	
43	Broad Avenue South		1930	YES	2	
50	Broad Avenue South		2012	NO		
53	Broad Avenue South		1930	YES	3	
75	Broad Avenue South		1940	YES	2	
78	Broad Avenue South		1987	YES	New Construction-V	
88	Broad Avenue South		1936	YES	1	
91	Broad Avenue South		1940	YES	1	
107	Broad Avenue South		1910	YES	1	
110	Broad Avenue South		1915	YES	1	
131	Broad Avenue South		1912	YES	2	
140	Broad Avenue South		1999	NO		
151	Broad Avenue South		1939	YES	1	
160	Broad Avenue South	1400 6040 005		Vacant Lot		
165	Broad Avenue South		2007	YES	New Construction-V	
180	Broad Avenue South		1910	YES	1	
187	Broad Avenue South		1951	YES	3	
207	Broad Avenue South		2014	YES	New Construction-V	
239	Broad Avenue South		1939	YES	2	
245	Broad Avenue South		1914	YES	3	
995	Gordon Drive (2nd St)		1947	YES	1	
1170	Gordon Drive (2nd St)		1910	YES	3	
1188	Gordon Drive (2nd St)		1920	YES	1	

926	Gulf Shore Blvd. S.		1948		YES	3	
1044	Gulf Shore Blvd. S.		1962		YES	1	
1046	Gulf Shore Blvd. S.		1938		YES	1	
1050	Gulf Shore Blvd. S.		1973		NO		
1075	Gulf Shore Blvd. S.		1968		NO		
1144	Gulf Shore Blvd. S.		1928		YES	3	
1150	Gulf Shore Blvd. S.		2001		NO		
1270	Gulf Shore Blvd. S.		2013		YES	New Construction-V	
1340	Gulf Shore Blvd. S.	1924 7500 053			Vacant Lot		
950	Gulf Shore Blvd. S.		1976		NO		
1148	Third Street South		1921		YES	3	
1177	Third Street South		1918		YES	3	
EVALUATIVE COMPARISONS							
PROPERTY TYPE			% Historic Struct	Broad Visual Integrity		Approach	Quantity
YES #1-#4:		64	66%	66%		"1"	22
Contributing: New in the Vernacular:		13	0%	13%		"2"	23
Non-Contributing, Contemporary/NO:		14	0%	0%		"3"	18
Vacant:		6	0%	0%		"4"	1
TOTALS:		97	66%	79%		Contributing: New in the Vernacular	13
						Non-Contributing	14
						TOTAL STRUCTURES:	91
						"Vacant Lot"	6
						TOTAL PARCELS:	97

APPENDIX

F

MORE ON 1A BELOW THE FOLD

Clinton on Kaine: 'My kind of guy'

Democratic candidate introduces running mate in Miami.



MORE ON 1A BELOW THE FOLD

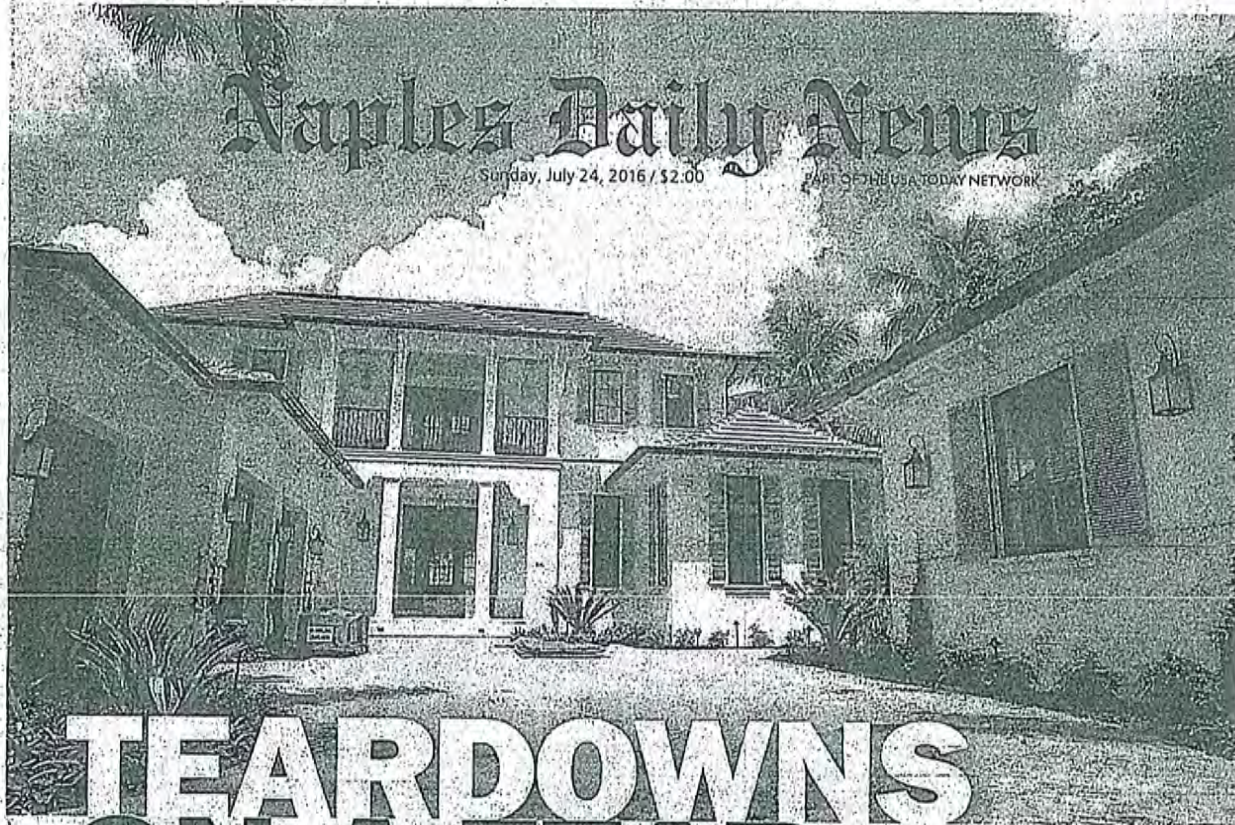
Rooney firm didn't qualify for contracts

Data: Federal jobs meant for small businesses.

Naples Daily News

Sunday, July 24, 2016 / \$2.00

PART OF THE USA TODAY NETWORK



TEARDOWNS ON A TEAR

With millions of dollars in play, knocking down a home can make more sense than remodeling

JUNE FLETCHER

JUNE.FLETCHER@NAPLESNEWS.COM; 239-263-4776

Tom Sween loves the waterfront Port Royal house that has been in his family for more than 40 years.

And now he plans to knock it down.

At around 2,180 square feet, it was considered grand when it was built in 1956, but now is considered tiny compared to some of the gargantuan mansions being built in the expensive Naples neighborhood.

And even though its improved value is only \$171,184, the value of its .78-acre lot tops \$6.49 million, according to the Collier County appraiser's office.

See **TEARDOWNS**, Page 6A



TOP: LUKE FRANKE/NAPLES DAILY NEWS; ABOVE: ERICA BRECHTELSBAUER/NAPLES DAILY NEWS

Above, a property is in the final phases of construction at 3110 Gln Lane in Port Royal.

At left, Tom Sween plans to replace his house on Spyglass Lane with a new 4,600-square-foot house.

Go online to watch a video and look through more photos from Naples teardowns. naplesnews.com

Sen. Kaine joins Clinton in Miami as choice for VP

ALEXANDRA GLORIOSO

ALEXANDRA.GLORIOSO@NAPLESNEWS.COM; 239-435-3442

MIAMI - In an appearance that unofficially launches the general election presidential campaign for Hillary Clinton, she introduced running mate Sen. Tim Kaine of Virginia, a long-serving political figure known more as a moderate but referred to by Clinton as a progressive who likes to get things done.

"That's just my kind of guy," Clinton said of Kaine to a crowd of thousands at



DAVID ALBERS/NAPLES DAILY NEWS

Hillary Clinton walks onstage with running mate Sen. Tim Kaine at a campaign rally at Florida International University in Miami on Saturday.

See **KAINE**, Page 5A

Federal contracts went to ineligible Rooney firm

ALEXANDRA GLORIOSO

ALEXANDRA.GLORIOSO@NAPLESNEWS.COM; 239-435-3442

A subsidiary of congressional candidate Francis Rooney's national construction and real estate company received federal contracts meant for small businesses that it didn't qualify for, federal contract data show.

The Tulsa, Oklahoma-based equipment business, OAI Electronics Inc., received \$8.8 million in federal contracts since 1996, including at least \$2 million identified in federal spending data for contracts meant to help small businesses,

See **ROONEY**, Page 10A



Francis Rooney is running for the Southwest Florida congressional seat U.S. Rep. Curt Clawson is leaving.

F-1



A \$5.85 million home at 655 Gallieni Drive is currently up for sale in Port Royal, but the prospective buyer is primarily interested in its waterfront location.

LUKE FRANKENAPLES DAILY NEWS

Teardowns

Continued from Page 1A

So Sween is planning to replace the low-slung house at 1400 Spyglass Lane with a 4,600-square-foot new house. That's about twice the size of the average American home, though not especially big by current Port Royal standards.

"We're just trying to tee up for the next generation and keep going," said Sween, a part-time Naples resident who heads a Minnesota company that produces convenience-store sandwiches for a national market.

Land and housing costs have soared over the past several years, making teardowns a profitable and thriving business, especially in older, fashionable beachfront communities in Naples — some of which sit in flood zones that can limit renovation plans.

But whether the teardown replaces an obsolete structure that doesn't reflect its land value or creates a vacant lot that can be sold for a profit on speculation, it's really the only way to snag one of the city's most desirable locations.

"With the exception of one new 52-unit subdivision, all single family homes are being built on infill lots; most of which had a structure on it at one time," said Bill Moss, Naples' city manager.

Vacant lots in the tiniest part of Naples, Port Royal and Gordon Drive, are scarce — only 10 are currently available.

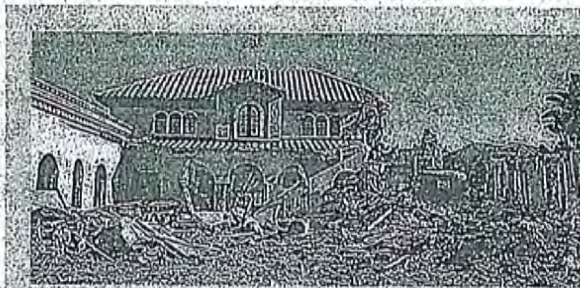
They're also pricey, with the most costly being two adjacent lots at 4100 and 4144 Gordon Drive, each with a price tag of \$14.95 million. The least expensive is a less-than-half-acre bayfront lot at 3221 Fort Charles Drive, which has an asking price of \$5.2 million.

That sends many buyers looking for older homes to tear down, said Ryan Benson, principal at A. Vernon Allen Custom Builders, which has been building in the Naples area since 1951.

"When a buyer is spending under \$8 million for a home, they are purchasing for land value," he said.

Benson said the Port Royal area has been built out for decades, but "the construction will never stop so long as the land prices there continue on the upward trend. Those \$6 million to \$8 million lots were \$10,000 when the neighborhood was originally developed."

While demolitions and rebuilds happen everywhere in the county, they're especially prevalent in older and pricier beachfront neighborhoods close to



COURTESY OF JUDD & ASSOCIATES

Tearing down

Naples-based demolition contractor Judd & Associates took down 801 Gallieni Drive in February, an 8,000-square-foot mansion on a little more than an acre lot. The

creative to the homeowner, listed in public records as a trust for Juergen F. Moss, a co-founder of Rochester, Pennsylvania-based Cronimet Corp. The trust bought the house in February 2015 for \$9.8 million and has the cleared lot and boathouse on the market for \$12.9 million.

Meanwhile, the cost of demolition isn't particularly expensive, coming in at an average of \$3.50 a square foot, which includes the price of a demolition permit and recycling of materials, Messina said.

Some homeowners build speculative homes on newly cleared lots, and it can be profitable. For instance, a new home at 3100 Gin Lane was under contract before formally hitting the market, said Matt Lane, managing broker of William Raveis Real Estate in Naples.

But the strategy can be risky if the market starts to slow, he added.

"There is usually a good amount of time that passes, as it takes about 2½ to 3 years from teardown to a finished new structure," he said.

Nevertheless, building new can be easier than trying to renovate an older structure if it sits in a flood plain, said Mole, the city building official.

That's because the Florida building code requires that the cost of renovating a home that sits below the base flood zone elevation, set by the Federal Emergency Management Agency, cannot be greater than 50 percent of the value of the house before improvements.

The amount of the improvement can only be done once within a designated time period set by the local permitting agency.

Since the value of waterfront homes built decades ago is often just a fraction of their lot value, half of the value of the structure won't allow an owner to do much remodeling.

Furthermore, under certain conditions, FEMA requires additions to be raised above the base flood elevation. If a second floor is to be added, the entire house must be elevated.

While there's little chance, short of another economic downturn, that the teardown trend will abate, some real estate agents marvel at what is being demolished.

Naples broker Rick Fioretti represents one Old Naples property that's only 10 years old, with an asking price of \$3.5 million.

"People are looking at it as a teardown. I think, really?"

And veteran Port Royal agent Jackie May laments dozens of beautiful homes that she's seen knocked down, including

Teardowns

Continued from Page 1A

So Sween is planning to replace the low-slung house at 1400 Spyglass Lane with a 4,600-square-foot new house. That's about twice the size of the average American home, though not especially big by current Port Royal standards.

"We're just trying to tee up for the next generation and keep going," said Sween, a part-time Naples resident who heads a Minnesota company that produces convenience-store sandwiches for a national market.

Land and housing costs have soared over the past several years, making teardowns a profitable and thriving business, especially in older, fashionable beachfront communities in Naples — some of which sit in flood zones that can limit renovation plans.

But whether the teardown replaces an obsolete structure that doesn't reflect its land value or creates a vacant lot that can be sold for a profit on speculation, it's really the only way to snag one of the city's most desirable locations.

"With the exception of one new 52-unit subdivision, all single family homes are being built on infill lots, most of which had a structure on it at one time," said Bill Moss, Naples' city manager.

Vacant lots in the toniest part of Naples, Port Royal and Gordon Drive, are scarce — only 10 are currently available.

They're also pricey, with the most costly being two adjacent lots at 4100 and 4144 Gordon Drive, each with a price tag of \$14.95 million. The least expensive is a less than half-acre bayfront lot at 3221 Fort Charles Drive, which has an asking price of \$5.2 million.

That sends many buyers looking for older homes to tear down, said Ryan Benson, principal at A. Vernon Allen Custom Builders, which has been building in the Naples area since 1951.

"When a buyer is spending under \$8 million for a home, they are purchasing for land value," he said.

Benson said the Port Royal area has been built out for decades, but "the construction will never stop so long as the land prices there continue on the upward trend. Those \$6 million to \$8 million lots were \$10,000 when the neighborhood was originally developed."

While demolitions and rebuilds happen everywhere in the county, they're especially prevalent in older and pricier beachfront neighborhoods close to downtown.

Craig Mole, chief building official and director of building services for the city of Naples, said the city saw 139 single-family home demolitions in 2015. By comparison, the rest of Collier County, including Marco Island, only saw an estimated 75 home demolitions last year, according to Jenny Blaje, Collier County's director of tax roll compliance.

Mole said, year-to-date, 59 more demolitions have been permitted in the city, and he expects construction of new custom homes on infill lots to remain strong.

"Some contractors are so busy they can't take on more work," he said.

Demolition contractors like Naples-



COURTESY OF JUDD & ASSOCIATES

Tearing down

Naples-based demolition contractor Judd & Associates took down 801 Galleon Drive in February for an 8,000-square-foot mansion on a little more than an acre lot. The knockdown could be very lucrative to the homeowner, listed in public records as a trust for Juergen F. Moss, a co-founder of Rochester, Pennsylvania-based Cronimet Corp. The trust bought the house in February 2015 for \$9.8 million and has the cleared lot and boathouse on the market for \$12.9 million.

based Judd & Associates, keep their backhoes busy, too.

While the family-owned company only did 15 residential demolitions in 2011, this year alone they've done 35, many in the most expensive areas of the city, said Judd owner Jim Messina.

For instance, in February, they took down 801 Galleon Drive, an 8,000-square-foot mansion on a little more

than an acre lot.

The job was a little tricky, because the owner wanted them to spare the existing boat house, which had electricity, water and air-conditioning, as well as a 76,000-pound electric lift for a private yacht. For environmental reasons, it would be difficult to get permits to build a similar boathouse new, Messina said.

But the knockdown could be very lu-

crative to the homeowner, listed in public records as a trust for Juergen F. Moss, a co-founder of Rochester, Pennsylvania-based Cronimet Corp. The trust bought the house in February 2015 for \$9.8 million and has the cleared lot and boathouse on the market for \$12.9 million.

Meanwhile, the cost of demolition isn't particularly expensive, coming in at an average of \$3.50 a square foot, which includes the price of a demolition permit and recycling of materials, Messina said.

Some homeowners build speculative homes on newly cleared lots, and it can be profitable. For instance, a new home at 3100 Gin Lane was under contract before formally hitting the market, said Matt Lane, managing broker of William Raveis Real Estate in Naples.

But the strategy can be risky if the market starts to slow, he added.

"There is usually a good amount of time that passes, as it takes about 2½ to 3 years from teardown to a finished new structure," he said.

Nevertheless, building new can be easier than trying to renovate an older structure if it sits in a flood plain, said Mole, the city building official.

That's because the Florida building code requires that the cost of renovating a home that sits below the base flood zone elevation, set by the Federal Emergency Management Agency, cannot be greater than 50 percent of the value of the house before improvements.

The amount of the improvement can only be done once within a designated time period set by the local permitting agency.

Since the value of waterfront homes built decades ago is often just a fraction of their lot value, half of the value of the structure won't allow an owner to do much remodeling.

Furthermore, under certain conditions, FEMA requires additions to be raised above the base flood elevation. If a second floor is to be added, the entire house must be elevated.

While there's little chance, short of another economic downturn, that the teardown trend will abate, some real estate agents marvel at what is being demolished.

Naples broker Rick Fioretti represents one Old Naples property that's only 10 years old, with an asking price of \$3.5 million.

"People are looking at it as a teardown. I think, really?"

And veteran Port Royal agent Jackie May jaments dozens of beautiful homes that she's seen knocked down, including a "gorgeous" \$5.7 million Port Royal home that had been remodeled shortly before it was bought.

One of her current listings, a \$5.85 million home at 655 Galleon Drive in Port Royal, is being eyed by a prospective buyer as a teardown, she said. Built in 1971, the four bedroom house has updated kitchen and baths, plus new windows, doors, roof and air conditioning system, but the buyer is primarily interested in its waterfront location, she said.

But she's learned that over the years, if a buyer wants a particular view or location, "they will tear down whatever structure, new or old, that is presently on that site."

* unless you have an exemption

F-3

Teardowns

With all due respect to the comment on the July 24 Naples Daily News' front page about the value of teardowns, Naples Historical Society wishes to remind city staff that the 50 percent rule applies to residential dwellings outside of the recognized Naples Historic District (or to non-contributing structures in the district).

Contributing structures in the district, however, may receive exemption from that rule, allowing a homeowner to restore an historic house.

To make a comment about the value of teardowns without mentioning the existence of the district does not help to create or reinforce awareness of the district. The Historical Society has been working diligently for quite some time on this complex project, including making two presentations to City Council and holding meetings with city staff.

Restoration is not merely a fresh coat of paint on an old house. It can also refer to a significant restoration project. When a homeowner is willing to invest in such a restoration, it behooves us to applaud that effort. We know there remains red tape in moving this project forward ... city staff does as well.

Let's continue to work together to acknowledge the existence of the district and encourage options when possible rather than encourage the value of a teardown.

*Elaine Reed, Naples
President & CEO
Naples Historical Society Inc.*

APPENDIX

G



Agencies Consulted

1. Florida Bureau of Historic Preservation (aka State Historic Preservation Office)
2. Florida Department of State
3. Florida Division of Cultural Resources
4. Florida Trust for Historic Preservation
5. Secretary of the Interior through the National Park Service
6. National Trust for Historic Preservation
7. FEMA / NFIP (Federal Emergency Management Assistance) FEMA manages the National Flood Insurance Program

8. Florida Department of Business & Professional Regulation (aka Florida Building Code)
9. City of Naples
10. NABOR / AIA / Contractors / Land Use Attorneys
11. Collier County Historical & Archeological Preservation Board (HAPB)
12. Collier County Property Appraiser's Office
13. City of Naples Clerk of Courts, Utilities
14. City of St. Augustine Historic Preservation Office
15. City of Miami-Dade Historic Preservation Office

APPENDIX

H

Naples Historic District Inventory List Evaluation

PROPERTY TYPE	EVALUATIVE COMPARISONS		
	<u>Count</u>	<u>% Historic Structures</u>	<u>Broad Visual Integrity</u>
YES #1-#4:	64	66%	66%
Contributing-- New in the Vernacular:	13	0%	13%
Non-Contributing, Contemporary:	14	0%	0%
Vacant:	6	0%	0%
TOTALS:	97	66%	79%

NOTES

<p>The Naples Historic District and the list of historic structures within that district boundary were approved for the first time by all local, state and federal government levels in 1987.</p> <p>Naples Historical Society updated the 1987 list of structures by summer, 2016. This updated list was approved by the Florida State Historic Preservation Office (SHPO) in December, 2016. As of this writing, this list is undergoing review by the National Register of Historic Places. Final approval at the federal level is anticipated by May, 2017.</p> <p>The narrative provided to SHPO in the fall of 2016 to support the proposed list of historic structures, the update, was based on the following factors:</p> <p>(1) The original application in 1987 included houses from 1887 to 1937. That date had to stop at 1937 because the National Register relies on 50 years as a general rule for determining what is historic.</p> <p>There are "fragile and short-lived resources" that may not be 50 years old and can be added to the list, but the Society did not add more as a way to ensure the most firm of measures. The updated list now runs from 1887 to 1967.</p>	<p>(2) The updated list now includes several houses that were judged historic in 2016 that should have been included in the 1987 list, but for unknown reasons were excluded.</p> <p>(3) The updated list also includes houses that by measure of the build-date did not reach 50 years in 1987, but in 2016, these houses surpassed that marker and were deemed historic.</p> <p>(4) The Society maintains that its Naples Historic District project includes the last ever update to any list of historic structures in the Naples Historic District.</p> <p>There will never again be an update that includes missed historic houses or adds historic houses due to "aging in." The latter is because around 1967-70, the flood of insurance monies from Hurricane Donna entered the picture and production housing began, thereby shifting the architectural style of yesteryear.</p> <p>Once final, federal approval is received, this updated list will serve as the de facto list of historic houses in the Naples Historic District, until and unless a house is removed from the National Register due to an upgrade that didn't pass design review OR because it was razed.</p>
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APPENDIX

I



I - 1

DATE: November 2, 2015
TO: Naples Historical Society Neighbor
FROM: Elaine Reed, President & CEO,
Naples Historical Society, Inc.
SUBJECT: Naples Historic District Initiative

*"We may build more splendid habitations,
Fill our homes with paintings and sculptures,
But we cannot buy with gold the
old associations."*

-- Henry Wadsworth Longfellow

Dear Neighbor:

**Did you know that your property is located in or adjacent to the Naples Historic District?
Did you know that Naples has an Historic District?**

The Naples Historic District is a landmark in the National Register of Historic Places, and has been so recognized since 1987. (Historic Palm Cottage™ is also a landmark in the Register—since 1982.)

What is the National Register of Historic Places?

The National Register is the official Federal list of districts, sites, buildings, structures, and objects significant in American history, architecture, archeology, engineering, and culture. National Register properties have significance to the history of their community state, or the nation. At present, 75% of all residential dwellings in the Naples Historic District qualify as Contributing Structures, by virtue of age.

Did you know that Naples Historical Society is spearheading an Initiative in the Naples Historic District?

This initiative is a fresh approach to the very misunderstood expression, Historic Preservation. Our thinking is based on the reality of the Naples real estate market, the fact that preserving every old structure is impossible, and knowing that if something isn't accomplished soon, our children and grandchildren will not have what is left. This initiative has genuine virtue.

We know you have questions. We are certain you have something to add to this discussion. We want to hear from you, but we ask for your time, first, to share our thinking with you.

Given this, we wish to invite you to Naples Historical Society's Norris Gardens at Palm Cottage for an overview of the Naples Historic District Preservation Initiative. Please RSVP with Geraldine at 239-261-8164 or GPessolano@NaplesHistoricalSociety.org. We look forward to seeing you!

10am on Friday, November 13, 2015

**Naples Historical Society's Norris Gardens at Palm Cottage...coffee & Danish provided
137 12th Avenue South, Naples, FL 34102 -- One block east of the Naples Pier**



DATE: February 8, 2016
TO: Naples Historical Society Neighbor
FROM: Elaine Reed, President & CEO
cc: Naples Historic District Advisory Rountable
SUBJECT: Naples Historic District Initiative: **AN UPDATE!**

Dear Neighbor:

Did you know that your property is located in the Naples Historic District?

Did you know that Naples has an Historic District?

The Naples Historic District is a landmark listed in the National Register of Historic Places, and has been so recognized since 1987. (Historic Palm Cottage™ is also a landmark listed in the Register—since 1982.)

What is the National Register of Historic Places?

The National Register is the official Federal list of districts, sites, buildings, structures, and objects significant in American history, architecture, archeology, engineering, and culture. **Being part of a District that is listed in the National Register imposes NO obligation or restriction on you, a homeowner. This is an often misunderstood fact.**

Did you know that Naples Historical Society is spearheading an Initiative in the Naples Historic District?

This initiative is a fresh approach to the very misunderstood expression, Historic Preservation. Our approach is based on the reality of the Naples real estate market, the fact that preserving every historic structure is impossible, and knowing that if something isn't accomplished soon, our children and grandchildren will not have what is left.

We have discovered what we believe are some gentle misinterpretations which led to productive ideas that can render this project favorable for those who want to preserve AND for those who want no restrictions on their property. Not an easy task, but we have something that deserves your attention. In short, this initiative has genuine virtue.

We know you have questions. We are certain you have something to add to this discussion. If you attended one of our meetings in October, 2015, please join us again...we have MORE encouraging information for you!

We wish to invite you to Naples Historical Society's Historic Palm Cottage™ for an overview of the Naples Historic District Initiative. Please RSVP for one of the two presentations noted below. Contact Geraldine at 239-261-8164 or GPessolano@NaplesHistoricalSociety.org. In the meantime, please complete and return the enclosed anonymous survey...your opinion is valued. We look forward to seeing you!

Friday, February 19th at 10:30am at Historic Palm Cottage

Monday, February 29th at 2pm at Historic Palm Cottage

"We may build more splendid habitations, Fill our homes with paintings and sculptures, But we cannot buy with gold the old associations." -- Henry Wadsworth Longfellow

**Naples Historical Society's Historic Palm Cottage™
137 12th Avenue South, Naples, FL 34102 -- One block east of the Naples Pier**

Gathered outside "Bamboo Cottage" on Pier Street (12th Ave South) are Speed S. Menefee, first Mayor of the Town of Naples in 1923, back row second from left, and winter visitors, including John Hachmeister, manager of national horse racing associations, front row far right. Seated bottom left is Irving Moxley Jones whose family descendants still live in Naples.

SPECIAL ANNOUNCEMENT!

Naples has experienced almost 30 years with no formal declarations on how to deal with historic preservation. Naples Historical Society has spearheaded a massive project to address this.

The core question is,

What kind of preservation program can be crafted for Naples that does not infringe on private property rights nor weaken the City's community rating system?

We have the answer!

Naples Historical Society will present its Naples Historic District Initiative to City Council at a Workshop on Monday, March 13th at 8:30am. We are sorry, but the Society's presentation is not a time-certain Agenda item. We appreciate your patience.

How can you help? You can attend the Workshop to show your support, or you can sign and mail to the Society an Endorsement Letter found on our website, www.NaplesHistoricalSociety.org/naples_hd.html

To learn more about our project, please call Elaine Reed, President & CEO 239-261-8164.

Thank you for your support and for your time.



Naples Historical Society

Mailing address:

Naples Historical Society
P.O. Box 201
Naples, FL 34106
239-261-8164

www.NaplesHistoricalSociety.org

Location:

137 12th Avenue South at the Pier

I - 3

Feb 2016



Naples Historic District Homeowner – ANONYMOUS SURVEY

PLEASE RETURN BY FEBRUARY 17, 2016

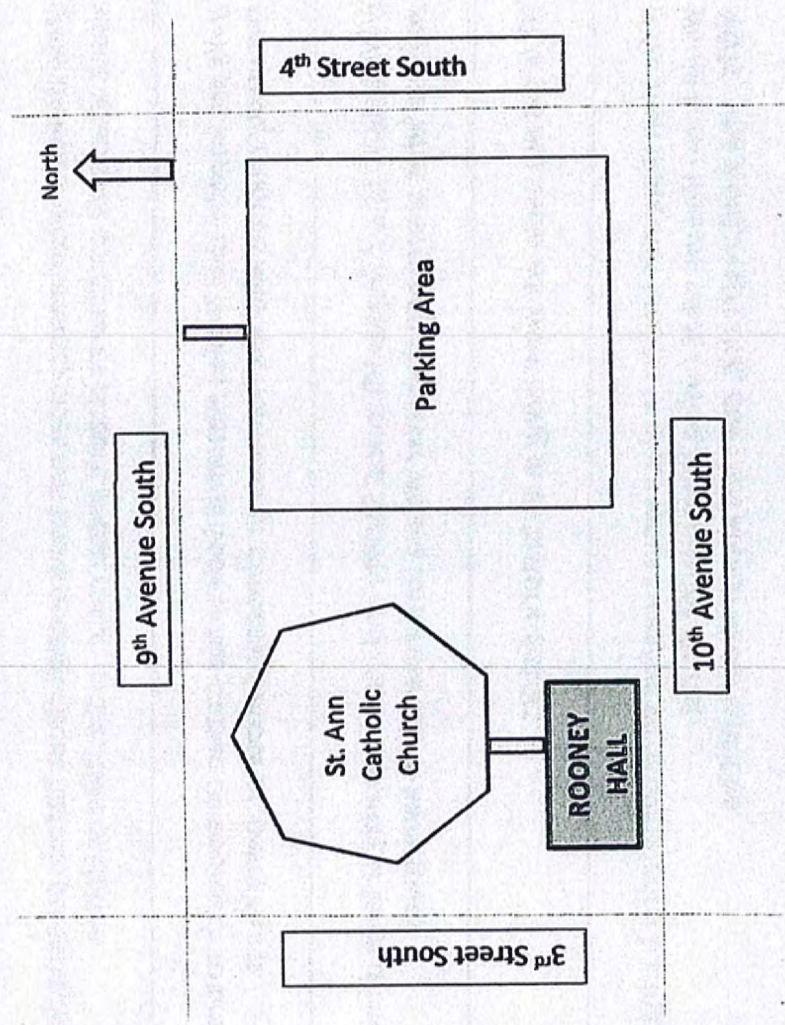
YES	NO	I DON'T KNOW	1. I/We believe that the historic character of Old Naples adds significantly to the uniqueness and desirability of living in and/or visiting Naples.
YES	NO	I DON'T KNOW	2. I/We believe the community does not know enough about historic preservation, especially not enough about what truly constitutes historic preservation in the State of Florida.
YES	NO	I DON'T KNOW	3. I/We are hopeful that Naples Historical Society has crafted an approach to preservation that may satisfy the preservationist AND the homeowner concerned about property rights.
YES	NO	I DON'T KNOW	4. I/We believe that if Naples Historical Society and the community at large do not do something now, we will lose what charm and character we are fortunate still to have today.
YES	NO	I DON'T KNOW	5. I/We did not know we were living in an historic district.
YES	NO	I DON'T KNOW	6. I/We wish there was process in place when I was/we were considering buying a house or lot so that I/we would know that we were buying in an historic district. NOTE: The word, <i>restriction</i> , does not appear in our initiative.
YES	NO	I DON'T KNOW	7. I/We have no interest in learning about any effort that could yield a win-win for those who wish to preserve and for homeowners who want to retain property rights.

H
F

8. I/We chose to live in the Naples Historic District area because: _____
(attach more, if you wish).

Questions and/or other thoughts should be sent to Elaine Reed, President & CEO, Naples Historical Society, Inc. at EReed@NaplesHistoricalSociety.org.

THANK YOU! If you cannot attend one of the meetings listed on the accompanying letter, please attend one of the two community presentations scheduled for Monday, March 21, 2016. Both presentations will be held at St. Ann's Rooney Hall, 10am and 2pm.



NAME AND/OR ADDRESS IS OPTIONAL: _____

I-5

2/5/2016



Naples Historical Society

DATE: December 27, 2016

TO: Naples Historic District Residents and Property Owners

SUBJECT: Naples Historic District Symposium: 1/12/2017

Dear Neighbor:

Enclosed with this letter is a package of important information about the Naples Historic District Symposium. You may have received this material via email already, so this may be redundant. If not, please take time to review it fully now.

As you know, the Society has been diligently researching and crafting a plan to manage the District as we know it today. Our plan does NOT infringe on private property rights. The best way to manage the District includes copious awareness and education, something that has been heretofore missing.

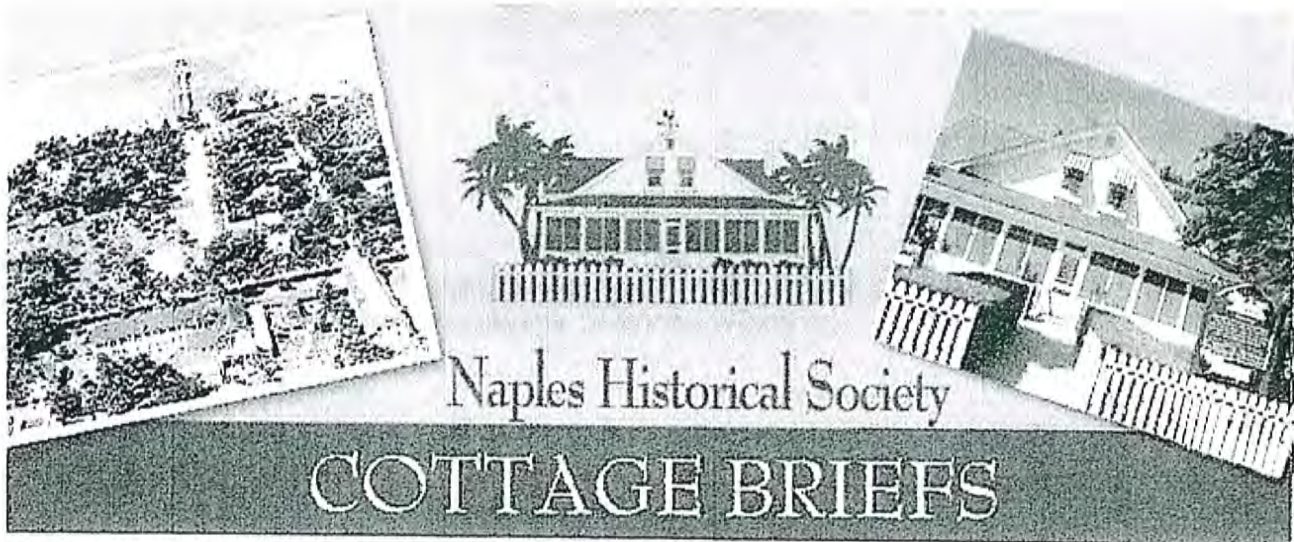
In addition to having researched Local, State and National expectations for preservation (where our work revealed unintended consequences or evidenced vastly misunderstood preservation concepts in Naples for decades) and the corresponding regulatory requirements to manage effectively a landmark District, we have created a partnership with Naples Area Board of REALTORS, and are working with the City of Naples in an unprecedented collaboration to achieve broad visual integrity for the District.

Beyond a panel discussion about "how-to", we intend to elaborate on how we will create awareness and educate the community at the Symposium. If you wish to know more now, please call me at your convenience; I'll be happy to elaborate. Otherwise, we look forward to seeing you in January.

On behalf of Naples Historical Society's Board of Directors, staff and membership, we wish you a productive, healthy and Happy New Year!

Sincerely,

Elaine L. Reed
President & CEO



Issue 201

Attend the Naples Historic District Symposium!

Consider this your formal invitation to attend the Naples Historic District Symposium, scheduled for Thursday, January 12, 2017. This free event will present a three-hour opportunity to witness a panel of professionals, experts, select City of Naples staff, and others discuss how we can move forward with preserving the Naples Historic District. Seating is limited to 200; first come, first served.

For the last few years, Naples Historical Society has spearheaded a project, a major public policy issue, that focuses on the preservation of the Naples Historic District, a swath of land in the heart of Naples that is less than 1/10th of one square mile.

The geographic boundary of this District includes 97 parcels, 66% of which are Florida State Historic Preservation Office-approved historic structures. The evaluative comparison may be of interest to the reader.

For many reasons, there have never been formal declarations on how to manage this area, a landmark listed in the National Register of Historic Places since 1987. Naples Historical Society has the most reasonable and sagacious perspective on how to move forward...but, we cannot do so without the community's endorsement and support.

Naples Historical Society anticipates this Symposium will lead into a City Council Workshop, scheduled for Monday, February 13, 2017. The complexity and scope of the project requires substantial review and consideration, and we want to ensure the public has an opportunity to understand fully our intentions and the end product for the community.

(OVER!)

Please review several 2016 Naples Daily News editorial opinion pieces about this project: March 6; April 10; November 27, and December 18 (a final Editorial is scheduled to run in January, 2017). There is much more information about this initiative through the Society's website and from an April 18, 2016 archived presentation at a City Council Workshop.

We look forward to working in conjunction with the City of Naples and securing the support of the community at large. Please contact Elaine Reed, Naples Historical Society President & CEO: 239-261-8164 with questions or comments or to book a presentation about the Challenges of Preservation in Naples.

IT TAKES A COMMUNITY TO PRESERVE ONE!

Contact

Naples Historical Society

LOCATION:
Historic Farm Cottage
137 12th Avenue South
Naples, Florida 34102

Driving Directions

MAILING ADDRESS:
P.O. Box 201
Naples, Florida 34102
Tel: (239) 261-8164
Fax: (239) 261-1208

OUR MISSION:

Naples Historical Society is dedicated to preserving Naples history and heritage for the community and future generations to enjoy.

Stay Connected



Naples Historical Society, 137 12th Avenue South, Naples, FL 34102

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Sent by nhs@napleshistoricalsociety.org in collaboration with

Constant Contact

Try it free today



I-9

Naples Historical Society

DATE: February 16, 2017
TO: Naples Historic District Residents and Property Owners
FROM: Elaine Reed, President & CEO *Elaine Reed*
SUBJECT: Naples Historic District Initiative Update

If you ever felt like the Naples Historic District is not what it used to be, take a stroll or drive around it (a District map is on the back of this Memo). Check out the houses and the alleys, and imagine life back in the day.

Notice the houses that have been majestically restored...and those that have seen little restoration work. We cannot change what's happened in the past, but we hope you'll see that we still have time to create something of value for this community. We can do this with your understanding of this project, one that does not infringe on private property rights.

Including this correspondence, by now you have received five mailings from Naples Historical Society, all of which have been loaded with important information on the Naples Historic District Initiative. If you didn't receive or missed any of these, please let us know.

Naples Historical Society is proud to report that the 2016 District Resident/Owner Survey showed overwhelming support for our efforts...thank you! We have received also an impressive flood of positive feedback from our newspaper editorials, our e-blasts and newsletters, from phone calls, and through the most revered one-on-one personal visit. The good energy from the community is immensely helpful to us.

This package was created as a result of several requests for more depth of information, and we shall oblige. **Enclosed is a Status Report and several attachments**, perhaps more than you want, but enough to whet your appetite. We stand ready to meet with any District resident, property owner or designee, in person or by phone, to share greater insights: **239-261-8164**.

Thank you, again, for all of your support. It takes a community to preserve one!

P.S. Be sure to read the NOTES section on side two of the Evaluative Comparisons fact sheet; this explains why this will be the last time Naples will have a chance to preserve. That's why we are so fiercely pursuing this project.

Attachments: Preservation Approaches, Goal & Guiding Principles, Draft Design Guidelines for Discussion, Evaluative Comparisons with Notes



Naples Historic District Initiative Status Report

Background

Over the course of the last year, we have positioned this project, or initiative, as a public policy issue because, "...a house is just a house, but when a collection of them comprise a landmark neighborhood, it is a public policy issue." Reed, Elaine. "Applaud Restoration," *Naples Daily News*, January 23, 2017.

Naples Historical Society has met with the City Manager and his staff several times as well as with all seven City Council members. The City Manager, three of his staff, and five of seven Council Members attended the Naples Historic District Symposium (January, 2017) to get better acquainted with the Society's proposal. (Council members who didn't attend the Symposium were given a DVD of the entire three-hour panel discussion.)

So where are we now? We are working with the City Manager and his staff to address three areas that need additional discussion. An elaborated explanation of each follows.

- (1) Come to a unified understanding of the components of preservation,
- (2) Consider what would be needed to enact legislation for those who wish, voluntarily, to preserve historic structures using their own resources, and
- (3) Discuss how historic preservation could be managed at the City.

Because the Society's Initiative attempts to address all contributing residential structures in the Naples Historic District, we are working to outline design standards for new construction in the vernacular. This is for those who cannot rehabilitate an historic house, for whatever reason, or who choose not to do so. THIS SOCIETY'S PROPOSED INITIATIVE IS NOT MANDATORY...IT'S ALL VOLUNTARY. New construction is discussed below.

Initiative Components

Note that nothing is black and white...interpretations abound. After voraciously reading mountains of material, placing and taking numerous phone calls with the State of Florida,

holding meetings with experts in the local building industry, as well as with preservation professionals from other Florida communities over the last few years, we feel the Society has an astute understanding of what is needed, but differences of opinion are bound to arise. We need to find concurrence and that takes time and patience and your continued support.

(1) Nuts & Bolts.

- ✓ In December, 2016, Florida's State Historic Preservation Office approved Naples Historical Society's updated list of contributing structures in the Naples Historic District. Now, this list must receive formal approval from the National Register of Historic Places, which is scheduled for May 11, 2017.

Please remember that the District boundary was originally created and acknowledged by the National Register in 1987, but many historic houses were NOT on that list (and we don't know why). Our work over the the last two years rendered a desperately needed update to the 1987 list of structures within that same boundary. See *Boundary fact sheet*.

This said, after final national approval, we believe the City of Naples will acknowledge this updated list when modifications to historic houses in the District undergo floodplain review. The City can only use a list that has received this level of approval.

- ✓ What would the design standards be for those who voluntarily choose to participate in a preservation program for historic houses in the District? The Secretary of the Interior relies on 10 Standards, which are really design guidelines. The local community is expected to interpret those guidelines as is reasonable for Naples.

We have already created a draft document for design guidelines discussion; please see the attached. Our intention is to keep it simple. Interested residents, property owners or designees are welcome to share their opinions. Please call me for further discussion.

Strict guidelines are required when Federal monies are used in the rehabilitation of historic houses; since we're not looking for grant funding, we are not obligated to impose a strict standard. This is one reason why we do not want to have, nor need to have, a mandate for preservation in Naples.

See the attached Preservation Approaches document for more information on the extent to which a homeowner or buyer can modify an historic structure and keep it historic. As we have said from the beginning, we

cannot expect historic houses to remain unchanged; that is not what preservation is.

We must offer these gradations or options to historic homeowners or buyers because if we wait for someone to preserve with little or no modification, we'll lose our opportunity to do something of value now.

- ✓ What would the design standards be for those who choose to build new in the vernacular? What defines 'vernacular'? This supports the Society's proposal to achieve broad visual integrity, something that many other communities do in the USA. Interested residents or property owners or designees are welcome to share their opinions on design guidelines for new construction in the vernacular. Please call me for further discussion.

(2) Legislation.

- ✓ FACTS: The City of Naples is not a Certified Local Government (CLG), whereas Collier County is a Certified Local Government (CLG).
- ✓ Does the City of Naples need to be a Certified Local Government (CLG) in order to render judgment on historic properties? Yes, it appears so. Note that a CLG status gives the municipality access to federal monies for a host of grant programs.

We are not looking for grant monies for historic preservation because using Federal dollars in historic preservation invokes a stricter design standard of preservation—we cannot afford to do that nor are we required to do so.

- ✓ Will the City of Naples become a CLG? That will be determined by Council as recommended by the City Manager with feedback from the community, and Naples Historical Society.

The City's Design Review Board (DRB) has extensive professional credibility, and could review/approve restoration or rehabilitation projects for historic houses in the District, but since the City of Naples is not a recognized Certified Local Government, they cannot render such judgments as of today.

If the City were to become a CLG, that is a separate process and may not be absolutely necessary right now. The Society believes it's worth tapping into the County's system in the meantime. Local decisions, at the City level, would be ideal.

- ✓ Since Collier County is a CLG, will an inter-local agreement with Collier County be acceptable? The City is reviewing the County ordinance right now to check on the 'voluntary' nature of it, see how to incorporate a 180 demo notification requirement (which is required in the City of Naples today), and examine the ordinance's design components. All of this is needed to verify if an inter-local agreement is a reasonable option for consideration.
- ✓ If the City was to work with Collier County's Historical & Archeological Preservation Board (HAPB), which is the State of Florida-recognized entity authorized to render judgment on the modification of historic properties, we believe this is a reasonable step in the direction to make local preservation decisions.
- ✓ If the City of Naples were to become a CLG, does the City need an ordinance (or overlay) to reflect voluntary participation in an historic preservation program? Yes. The State process requires an ordinance (or overlay) because of the National Register recognition.

If someone wants to alter an historic house beyond what will keep it historic or raze a house, she/he may do so. That house, however, will be removed from the National Register. The denigration of the Naples Historic District will happen if we don't encourage a gradient of modification options, achievable with education, and implement an easy, local, user-friendly process.

- ✓ The Society recommends the City should not replicate an ordinance from another community; we should have the moral courage to create a simple guide for our unique community, one that respects property rights and one that will not weaken the Community Rating System level of 5 recently obtained by the City of Naples just last year (2016).

(3) City Staffing.

- ✓ A key goal in our proposal includes an educational component, and we believe this should be carried out not only through the City's printed materials and website information, but with a dedicated full-time staff member, employed by the City, ideally with a preservation background and an understanding of the Naples real estate market.

A participant on the Society's District Symposium panel said, "No one moves to New Naples; they move to Old Naples." This comment echoed the need to understand the market reality in which we live.

- ✓ Preservation activities throughout the country almost always require a full-time preservation professional to help educate the community and work with significant parties. Those parties include residents in and out of the District, AIA and its architects, NABOR, engineers, contractors, Naples Historical Society, other City departments, State of Florida Historic Preservation Office and National Flood Insurance Program, etc. The size of the District should not be the driving factor in deciding whether or not to hire; the decision to hire should be based on acknowledging the opportunity to solve a major, and to-date, elusive community challenge.
- ✓ We do not recommend a mere shifting of existing staff responsibilities. The responsibilities for this staff member would not be solely to respond to architects who come to the City with plans to restore an historic house (that's reactive and too late), but to be proactively engaged with various stakeholders in the community as noted above.
- ✓ Naples Historical Society stepped up to the Naples Historic District challenge because of a moral obligation to do something; calls for help or direction from the community never cease. We chose to research the issue differently and more thoroughly than ever before and establish a policy position, which is what we are doing now. We've led this project to date; now, we need the City to incorporate historic preservation in its budget.
- ✓ Some would say there is a remarkable lack of knowing how to go about preserving in Naples. This is not because someone is withholding information, it's because there is no one with the dedicated responsibility to proactively education and get the word out about preservation, its various approaches, design options, and the process. A staff hire would be proactive and would fill in the educational void.
- ✓ Preservation is best balanced when there is a combination of interpretations from FEMA/National Flood Insurance Program (NFIP) and interpretations from an historic preservation perspective. We need the support of the community with this position.

(Continued)

Property Rights

This is worth repeating: It is vital to understand that the Society's proposal does not infringe on property rights; we've said that from Day 1. There is no law or legislation, at the State or Federal level, that mandates participation in a preservation program/ordinance. **Communities that do mandate participation in a preservation program (Georgetown, Alexandria, Savannah, etc.) reflect the will of the people who want mandates; that is certainly not the case with Naples and we are not proposing that.**

What's Next?

A City Council Workshop is tentatively re-scheduled for March 20th. We will send a note to you, via postcard, once we have a confirmation. Your support of this project at a Council Workshop and/or a Council Meeting would be enormously appreciated.

Once this project is implemented properly, we see opportunities to further educate residents and the community at large. For example, we have created a partnership with **NABOR**, Naples Area Board of REALTORS; they will include the term, *Naples Historic District*, in the multiple listing system (MLS) drop-down menu—a **wonderful way to remind the county's 6,000 realtors that we have a District.**

We have a few other really great ideas to bring to life, but that can only happen if this project takes off well. Your continued support is needed. Comments or questions are always welcomed.

Thank you...It Takes a Community to Preserve One!

****END****

PRINT, COMPLETE AND SEND THIS LETTER TO
NAPLES HISTORICAL SOCIETY, c/o DISTRICT PROJECT, P.O. BOX 201, NAPLES, FL 34106.
THANK YOU!

Date

Naples City Council
City of Naples, Florida
735 8th Street South
Naples, FL 34102

TO: Mayor of Naples and
Members of Naples City Council

_____ I am a resident of the City of Naples.

_____ I am a non-resident of the City of Naples.

This letter serves as my endorsement for Naples Historical Society's project, *Naples Historic District Initiative*. I understand this project presents a reasonable solution to the challenges of preservation in Naples, and does so without infringing on private property rights. Therefore, I believe now is the time to fully grasp and treasure the intrinsic significance and aesthetic value of the Naples Historic District.

Sincerely,

SIGNATURE

NAME

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

c. 1920. l-r: Betty Phillips Buntin, Frances Frierson Young, and Evelina Kenner Davitt
(Ms. Davitt was the maternal aunt of Jackie Sloan, an oral history project participant for the Naples Historical Society.)

March 23, 2017

Dear Naples Historical Society Friend:

You bought a piece of the Naples Pier because you understand its history and the value of its story for this community. The symbolic nature of other parts of Naples is equally exceptional.

Naples Historical Society has spearheaded a major community project, the *Naples Historic District Initiative*, which addresses a small neighborhood that still reveals memories of the past and the charm of a bygone era. Because this project does not infringe, at all, on private property rights, it's a win-win for Naples.

The Society will present its Initiative to **Naples City Council in a Workshop on Monday, April 17, 2017, at 8:30am (735 8th Street South)**. We are the first item on the day's Agenda.

While this project has been extraordinarily well researched and crafted, we know that we need letters of endorsement and voices in the audience that day.

How can you help? We ask that you either attend the Workshop or sign/mail a letter of endorsement. Prepared letters of support are available on the Society's website under Naples Historic District Initiative.

Thank you for your past financial support and, in advance, for your valuable time!

Comments or questions are always welcomed. Please call 239-261-8164.

NAPLES HISTORICAL SOCIETY, INC.



Naples Historical Society

Mailing address:

Naples Historical Society

P.O. Box 201

Naples, FL 34106

239-261-8164

www.NaplesHistoricalSociety.org

Location:

137 12th Avenue South at the Pier

H-17

Gathered outside "Bamboo Cottage" on Pier Street (12th Ave South) are Speed S. Menefee, first Mayor of the Town of Naples in 1923, back row second from left, and winter visitors, including John Hachmeister, manager of national horse racing associations, front row far right. Seated bottom left is Irving Moxley Jones whose family descendants still live in Naples.

March 29, 2017

Dear Naples Historical Society Friend:

Thank you for your signed Letter of Endorsement for the Society's *Naples Historic District Initiative*. We are truly grateful for this palpable support.

Naples Historical Society has thoroughly researched and painstakingly studied this major community project for quite some time now, and we are entirely convinced that this project is a win-win for Naples.

Why? It does not infringe on property rights; it cuts through unnecessary red tape, and it presents the answer to the challenge of preservation that has been seemingly elusive for almost three decades!

The Society will present its Initiative to Naples City Council in a Workshop on Monday, April 17, 2017, at 8:30am (735 8th Street South). We are the first item on the day's Agenda.

How can you help? If you are available, we ask that you attend the Workshop. As this is a Workshop, there will be other opportunities, but we say Carpe Diem! We'll keep you informed.

Thank you for your support and, in advance, for your valuable time. Comments or questions are always welcomed. Please call 239-261-8164.

NAPLES HISTORICAL SOCIETY, INC.



Naples Historical Society

Mailing address:

Naples Historical Society
P.O. Box 201
Naples, FL 34106
239-261-8164

www.NaplesHistoricalSociety.org

Location:

137 12th Avenue South at the Pie

c. 1920. l-r: Betty Phillips Buntin, Frances Frierson Young, and Evelina Kenner Davitt
(Ms. Davitt was the maternal aunt of Jackie Sloan, an oral history project participant for the Naples Historical Society.)

3 May 2017

Dear Friend:

Naples Historical Society will once again present its *Naples Historic District Initiative* to City Council in a Workshop on **Monday, May 15, 2017**. The previous workshop presentation was remarkably comprehensive, so much that we will continue it in May. If you missed the last presentation, please view the City's archived video at <https://www.naplesgov.com/citymanager/page/naples-tv> and click on the "Video" button for April 17, 2017.

If your schedule allows, your attendance at City Council on May 15th would be most appreciated: **735 8th Street South**. The Agenda has not yet been finalized, so we don't yet know when our item will be heard. We'll issue an email the moment we know; if we do not have your email, please call the office and we'll provide needed information. **(239) 261-8164**.

Thank you for your wonderful support!

NAPLES HISTORICAL SOCIETY, INC.



Naples Historical Society

Mailing address:

Naples Historical Society
P.O. Box 201
Naples, FL 34106
239-261-8164
www.NaplesHistoricalSociety.org

Location:

137 12th Avenue South at the Pier

I-19



DATE: July 20, 2017
TO: Naples Historic District Residents and Property Owners
FROM: Elaine Reed, President & CEO
SUBJECT: Naples Historic District Initiative Update

What? On behalf of Naples Historical Society, Inc., its Board of Directors and Membership, I am pleased to inform you that the efforts surrounding the *Naples Historic District Initiative* have now become the formal framework for a Historic Preservation Program in the City of Naples.

Why? The Naples Historic District has been a landmark in the National Register of Historic Places for 30 years and, finally, Naples can have a program to showcase this important characteristic of neighborhood pride. The draft of this voluntary program will be posted on the Society's website late this summer. Attend one or all of the District resident meetings noted below or call the Society for immediate information.

What does this mean for the District property owner? This voluntary and user-friendly historic preservation program will help you save time and money on your historic restoration or rehabilitation project. Whether for an owner or a prospective buyer, the availability of this voluntary process can add significant allure, appreciation and value to your property. The best representation of the process is seen through the enclosed Historic Preservation Flowchart.

What's next? This fall, the Society will seek formal approval from the City of Naples as well as that from the State Historic Preservation Office. We are optimistic about the approvals because, as we have stated clearly from the beginning, this program will not infringe on private property rights. We understand that you are the master of your domain and family legacy. We believe this will be a win-win for the greater community.

Society leadership continues! The Society's outreach over the next year-plus will focus on educating homeowner teams* about the breadth of options within the realm of historic preservation. If a homeowner chooses voluntarily to preserve, it's important to understand the scope of preservation, especially when no federal tax dollars are used. There are many choices for home owners who wish to preserve, and certainly there are many choices to consider before razing a house after the 180-day waiting period; that should be the absolute last resort.

More information? Please RSVP to one or all of these meetings to be held at Historic Palm Cottage™: Tuesday, September 12, 2017 at 10am; Friday, September 29, 2017 at 5pm; Monday, and/or October 16, 2017 at 11am. Please call us at 239-261-8164 to reserve a date.

This is, indeed, a momentous occasion and we hope you feel the same. We look forward to hearing from you or seeing you soon. Thank you for your patience and know we stand ready to answer any questions, now or in the future.

Very sincerely,

Elaine L. Reed
President & CEO

*Team composition: homeowner, realtor, architect, contractor, attorney, the Society.



Website: www.NaplesHistoricalSociety.org
Educational HQ: Historic Palm Cottage™
137 12th Ave S., Naples, 34102
Mailing Address: Naples Historical Society, Inc.
P.O. Box 201, Naples 34106

APPENDIX

J



Naples Historical Society

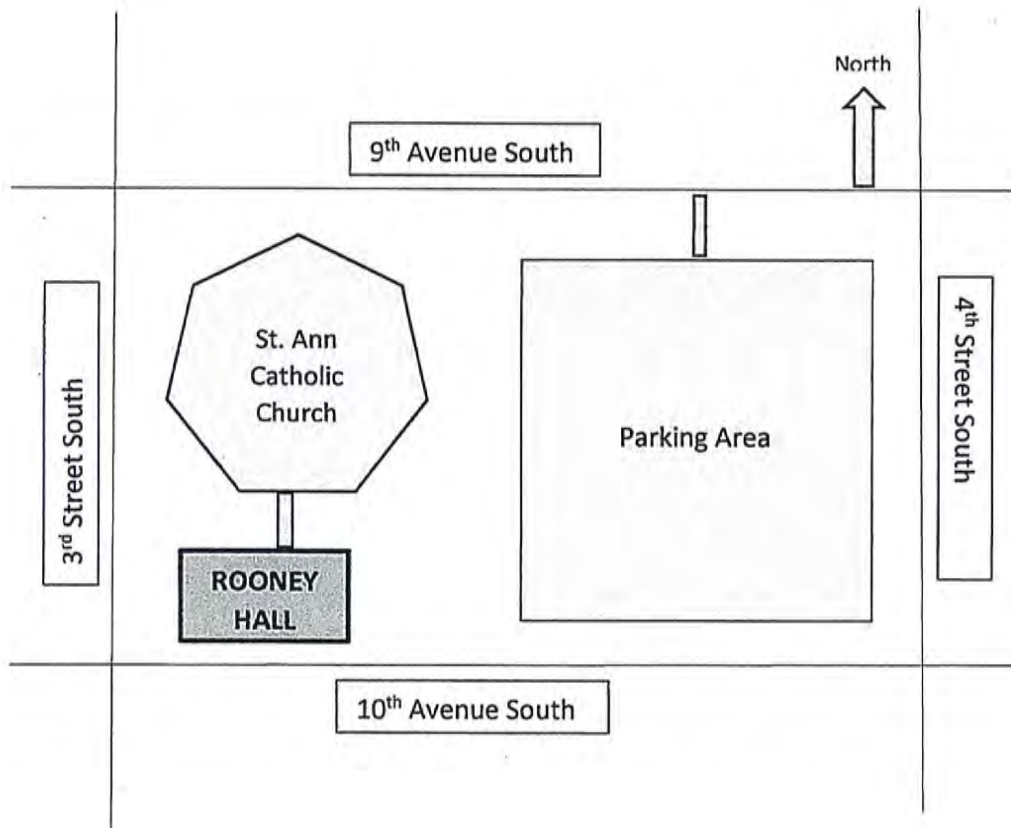
ST. ANN CHURCH

ROONEY HALL

MARCH 21, 2016

9AM and 2PM

**NAPLES HISTORIC DISTRICT INITIATIVE:
THE CHALLENGES OF PRESERVATION IN NAPLES, FLORIDA**



Mailing Address: P.O. Box 201, Naples, FL 34106
Phone: (239) 261-8164

Location: 137 12th Avenue South, Naples, FL 34102
Fax: (239) 435-1438

www.NaplesHistoricalSociety.org

Preserving Naples History and Heritage for the Community and Future Generations to Enjoy.

*Change is inevitable.
All we can do is to try to keep it
on the most desirable track.*

-Earl Hodges, April 2011, Naples Historical Society's Oral History Project

NAPLES HISTORIC DISTRICT SYMPOSIUM

THURSDAY, JANUARY 12, 2017

1-4pm

River Park Community Center

This is an open invitation to listen to a panel of professionals from Naples and Tallahassee discuss the concept and the components of a program for historic preservation in the Naples Historic District.

While Naples Historical Society has met with many interested parties over the last year, we still encourage attendance from all: property owners and residents in the District, City of Naples, and Collier County.

We also encourage attendance from business professionals, including architects, contractors, engineers, realtors, title attorneys, land use attorneys, mortgage brokers and bankers, and investors. Seating is limited to 200.

The Naples Historic District is a Landmark listed in the National Register of Historic Places (since 1987), and it has existed as such over the decades without any formal declarations.

NAPLES HISTORIC DISTRICT



Note that this project will **NOT** infringe on private property rights in any way, shape, or form.

Naples Historical Society's preservation initiative is far more than a project...it is a major public policy issue. We have carefully researched and crafted a preservation program that appears to be reasonable and respectfully symbolic. Let's continue the conversation started in the spring of 2016.

Naples City Council, City staff, NABOR, and a host of other institutions and individuals support the need for this conversation. This Symposium is a pre-cursor to a Council Workshop scheduled for February, 2017.

Learn about this project while there is time. We look forward to seeing you!

River Park Community Center
301 11th St N
Naples, FL 34102

The components to be discussed are the details...and sometimes the devil is in the details!



Naples Historic District Symposium
AGENDA
12 January 2017
"MOVING TOWARD PRESERVATION"

<p>I. Welcome</p> <ul style="list-style-type: none"> a. Naples Historic District Project Goal & Background b. Symposium Expectations 	<p>1pm – 1:15pm</p>
<p>II. Panel Introductions</p>	<p>1:15pm – 1:30pm</p>
<p>III. Moving Forward</p> <ul style="list-style-type: none"> a. Acknowledge newly updated list and get State, Federal approvals b. Recognize four preservation approaches and National Register guidelines: Age, Significance, Integrity c. Discuss the application of FEMA allowances for HVAC, electrical, plumbing d. Discuss amending Substantial Improvement timeline to 6 or 9 months e. Discuss review mechanisms: Certified Local Government at County and/or at City level, and a Design Review Board mechanism f. Discuss guidelines for new construction "in the vernacular" g. Request an easy-to-find preservation link on City website -- in District or not h. Recognize partnership with NABOR i. Discuss incentives for: Approaches #1 - #4 and New construction in the vernacular j. Request for Institutional Investment 	<p>1:30pm – 3:40pm</p>
<p>IV. Projected Timeline/Next Steps</p> <ul style="list-style-type: none"> a. City Workshop Place Marker: Wednesday, February 13, 2017 b. Workshops with PAB and/or DRB (if directed): Spring, 2017 c. Incorporate into the Land Development Code: September, 2017 	<p>3:40pm – 3:45pm</p>
<p>V. Future Potential</p> <ul style="list-style-type: none"> a. Grants to fund sketches: Awareness b. Grants to market historic houses: Action c. Mark other sale-related documents: Confirmation 	<p>3:45pm – 3:55pm</p>
<p>VI. Closing Remarks</p>	<p>3:55pm – 4pm</p>

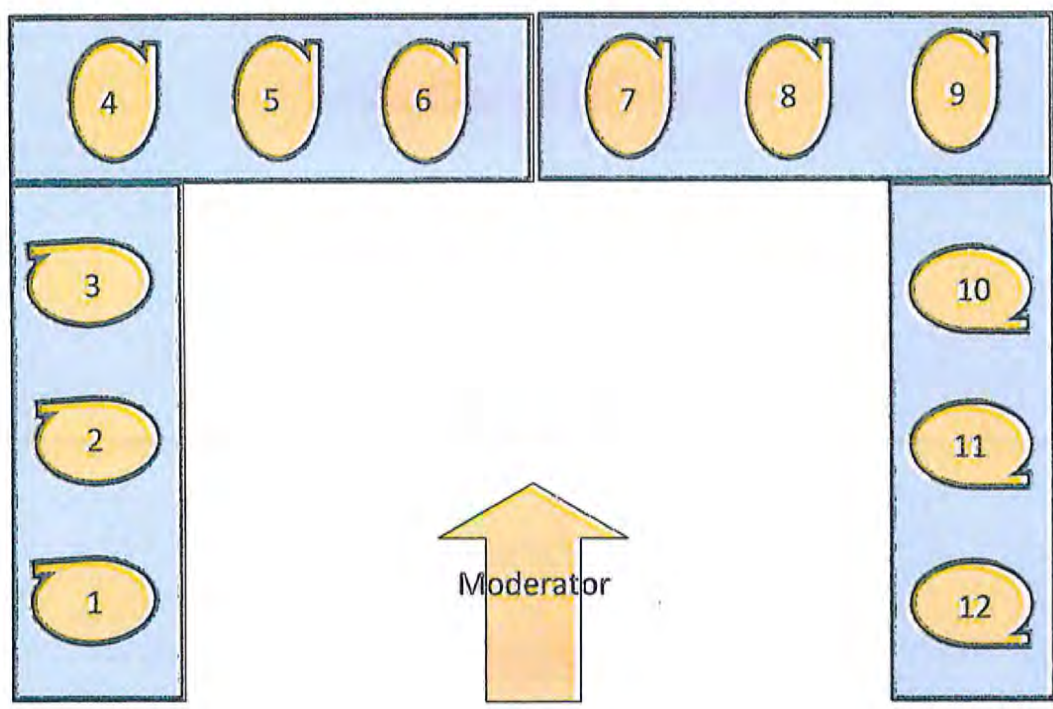
APPENDIX

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Naples Historic District Symposium — January 12, 2017

River Park Community Center



<u>Panel Participant</u>	<u>Title/Company</u>	<u>Seat Number</u>
Ruben Acosta	Survey & Registration Supervisor, Florida Division of Historical Resources	6
Joe Boggs	P.S.M., Owner/President, South Florida Surveying, Inc.	12
Tim Cabral	Contractor/Owner, Cabral Construction, Inc.	10
Christa Carrera	Floodplain/FEMA Coordinator, City of Naples	1
Ray Carroll	State-Certified Real Estate Appraiser, Carroll & Carroll	11
Rick Fioretti	Immediate Past President, Naples Area Board of REALTORS (NABOR)	9
Matthew Kragh	AIA, MHK Architecture & Planning	5
Steve Martin	State Floodplain Manager, National Flood Insurance Program (NFIP)	7
Craig Molé	Building Official, City of Naples	2
Richard Prebish	Real Estate Professional, William Raveis-Florida, LLC	Moderator
Elaine Reed	MPA, President & CEO, Naples Historical Society, Inc.	8
Robin Singer	Planning Director, City of Naples	3
Jim Steller	President, American Structural Engineering, Inc.	4

APPENDIX

L

(1927-2014), author: Rob Reiner, actor/director, is 69; D.L. Hughley, actor/comedian, is 53; Connie Britton, actress, is 49; Shaquille O'Neal, basketball player, is 44.

Today's fact: The U.S. Census Bureau reported that the median age for an American man in 2014, getting married for the first time was 29.3 years old. The median age for women was 27.

Today's quote: "Human beings are not born once and for all on the day their mothers give birth to them, but ... life obliges them over and over again to give birth to themselves."

— **Gabriel Garcia Marquez**

Today's number: 30 cents — price for 1 pound of Oreo cookies in a novelty can when the cookie was introduced by the National Biscuit Co. (today known as Nabisco) on this day in 1912.

Bible quote: "A new commandment I give unto you, That ye love one another, as I have loved you, that ye also love one another."

— **John 13:34**

Collier 211

Collier 211 information and referral service, operated by the United Way of Collier County, offers free, anonymous, confidential help 24/7, in a variety of languages. Dial 211 or 239-263-4211. Visit www.Collier211.org for more information.

Guest commentary

Historic preservation in Naples: This is our last chance

By Elaine L. Reed
President and CEO,
Naples Historical Society Inc.

The simple idea of saving the past is not so simple, not in Naples.

One of the five initiatives the Naples Historical Society has crafted to preserve Elaine L. Reed's history is called the Naples Historic District Initiative. Yes, the Naples Historic District still exists! (It was registered with the U.S. Department of the Interior in 1987.)

This initiative is a massive and complex endeavor that is intended to encourage and celebrate the broad visual integrity in the district. The rough boundaries of the district run from the Gulf of Mexico to Third Street South, and Ninth Avenue South to 13th Avenue South. (See the society's website for a map and more information.)

The Naples Historic District has enormous significance to those of

your ear and, ideally, for your optimism.

We believe we found a line of intelligence and reasoning that is the best bet to move forward in a dignified and respectful way. We believe this concept has genuine virtue and can speak to all of us in Naples.

If we don't try now, we may miss our opportunity — forever.

With this in mind, Naples Historical Society would like to extend an open invitation to community residents to learn about an initiative for the Naples Historic District.

Mark your calendars for March 21 at 10 a.m. or 2 p.m. Both presentations will be held at Rooney Hall, which is adjacent to St. Ann Catholic Church at the corner of 10th Avenue South and Third Street South. First-come, first-served. Space is limited.

(Future informational presentations will be offered — this is just the beginning.)

Moving forward starts by understanding the realities of our market, correcting misinterpretations and knowing what truly constitutes historic

preservation. We will ask that presentation attendees take a deep breath and digest the voluminous and sometimes complicated information offered. There will be time for questions.

A few items are very important to note. This project does not replicate in any way, shape or form any past preservation attempts. It does not seek to regulate your paint color or door knob, your shrubbery, or your interior. This initiative does not include restrictions or introduce economic hardships of any kind that may exist in other parts of the county. This project will not take away one's property rights, nor will it seek City Council's vote, not now.

This project will, on the other hand, showcase the breadth of options for homeowners living in the Naples Historic District plus reveal findings that we think are key to this project. We do not have the final solution, not today, but we have created a good guide for use as we move forward.

At this point, we want to reignite this community's desire to do something in

and for the district because now is the time to do so. The first way to inspire the community is to share information. Before a judgment is made, learn about our thinking in this project.

Let it be noted for the record, this initiative has been fully funded by private philanthropy and through the generous donation of time and expertise from many people; it is this group of individuals who comprise the Naples Historic District Advisory Roundtable, a team that was created over two years ago specifically to see this project move forward.

As you consider the temptation of learning more about the Naples Historic District Initiative as well as consider the realities of Naples' growth (past, present and future), keep in mind what one of Naples' sages, the late Earl Hodges, said in his April 2011 oral history interview: "Change is inevitable. All we can do is to try to keep it on the most desirable track."

More information: www.NaplesHistoricalSociety.org

MDN 3-6-2016

personally, for me, I ride the center lane. This is for two reasons. First, to accommodate those aforementioned drivers who simply must make it to the red light before me. (Had I known better in my younger days, I would have

the people and not elect a conservative — twice — by design. It was no fluke. We didn't want a conservative, tea party person running the country. It is time for Republicans to stop hindering the progress of our country.

to hold hearings, or to vote, or a Supreme Court justice nominated by the president. To the contrary, the Constitution indicates the "president shall appoint, and the Senate shall provide advice and consent" — that

business schools is going, and how duplicating news further waters it down. So we're paying for duplicate news now. Well, the good news is I don't have short-term memory loss yet. But the Daily News does.

Guest commentary

The facts behind Naples Historical Society's proposal

By Elaine L. Reed
President and CEO,
Naples Historical Society

Naples Historical Society's mission is to preserve Naples history. The strategy endorsed by the society's board of directors is to do this through a series of initiatives.



Elaine L. Reed
President and CEO of Naples Historical Society

These initiatives are major efforts to reach all segments of the community: old-timers, children, longtime and new residents, local business and industry, and visitors. There are 10 strategically crafted programs that flow under these initiatives, and each has metrics, milestones and generates positive impacts for the short- and long-term benefit of the community. One such initiative is the Naples Historical District Initiative. It is perhaps the society's most significant and challenging one to date. The society is working to find a way to extol the unique virtue and person-

but is not limited to the following:

1. Recalibrating the existing processes in our local preservation review process so that unintended impediments to preserving historic structures can be removed. Why create a fuss for someone who wants to use their own financial resources to preserve a house?
2. Educating the community (government, resident, trades and more) to the vast and broad interpretations that surround historic preservation. The National Register of Historic Places and the secretary of the interior have what are referred to as "preservation approaches." There are four approaches used throughout the nation, and they allow an extraordinary amount of leeway for the owner and his/her house team. Why not tap into that?
3. Introducing the discussion for new construction guidelines in the vernacular. This would include general suggestions for scale, height, roof pitch, rhythm of openings, etc., for houses in the Naples Historic District. It's important to note the word

time to do so, because this is the last chance.

One option on the table is to continue to do nothing. We believe this would render the greatest disservice to the preservation of Naples as we know it.

A call to preserve Naples cannot be a directive alone. It cannot be a wish. There must be a plan. The society has a reasonable trepid, but it is based on sound judgment and we are making solid headway with the residents of the district and many others in the related industries in Naples.

We rely on the community to learn more about it before believing in propagated misinterpretations of those who have not studied the issues in Naples. We did our homework, and we ask for your support as we move this project forward over the next year.

To view a map of the Naples Historic District and read mountains of support information, please visit the society's website: www.NaplesHistoricalSociety.org.

Our tag line says it all: "It Takes a Community to Preserve One!"

Today's fact: According to 2014 estimates from the CIA, residents of the 0.77-square-mile principality of Monaco enjoy the longest life expectancy in the world, at an average of 89.6 years.

Today's quote: "The origin of all false science and imposture is in the desire to know causes; and the origin of all false science and imposture is in the desire to accept false causes rather than none; or, which is the same thing, in the unwillingness to acknowledge our own ignorance."

William Hazlitt

Today's number: 69.9 million — dogs owned as pets in the United States in 2012.

Bible quote: "Blessed is the man that endureth temptation: for when he is tried, he shall receive the crown of life, which the Lord hath promised to them that love him." — James 1:12

Crisis hotline

Project HELP offers 24-hour crisis (suicide, rape, depression) hotline and referral services at 239-262-7272; call free from pay phones, 800-329-7272. Hearing-impaired, call 800-955-8771.

MDN 4-10-16

L-2

EDITORIAL OPINION

WANT SOMEONE FROM THE NAPLES DAILY NEWS to speak at your event or club? Please go to naplesnews.com/customerservice.

Preservation program can work for Naples

COMMENTARY
ELAINE L. REED



Charming. Nostalgic. Quaint. Historic. Many beliefs about preservation are deeply rooted in the perception that it means we keep things almost exactly as they once were. And who doesn't appreciate something that is charming, nostalgic, quaint, or historic?

Consider the Smallwood Store in Chokoloskee. Although 2017 is almost here, the Smallwood Store looks exactly like it did in 1925 (it was built in 1906). It's a time capsule! That kind of preservation commitment is remarkable and should be applauded, especially in Naples today. The melancholy for days gone by still is felt by many in and around Naples, even for those of us who have lived here for less than half a lifetime. That sentiment certainly is justified, too.

Given our romanticism for people, places, things and even houses of the past, why is it such a challenge to address preservation in Naples, specifically in the Naples Historic District, an area that is less than one-tenth of one square mile?

We believe this challenge is primarily due to five factors:

- » growth;
- » market economics;
- » construction and maintenance;
- » geography;
- » misinterpretations and unintended consequences.

The first two are reasonable assumptions. Collier County and Naples are being tested for their stewardship and plans for land-use and growth. By now, every one of us has heard about skyrocketing countywide population projections for 2040 or 2050.

Many understand that new residents will move to areas in eastern Collier County. But there is only one downtown Naples, only one Naples Pier and only one Naples Historic District.

Because of the growth we ultimately face, consider the basic market economics of demand and supply. An increase in demand for limited or highly sought-after real estate will result in higher prices. We can argue on principle for \$10,000, but how does one pledge for preservation when his or her land value likely will pull in several million dollars?

Other wealthy coastal Florida enclaves have had preservation interwoven in the community's institutional and

social fabric for the past 20-plus years. This is not the case in Naples.

The adoption of a lasting preservation guide would be new in Naples, and so we have taken that into consideration in our project proposal. It won't work otherwise.

This means the Naples Historical Society is not peddling a strict preservation program created elsewhere. We have an opportunity to craft a program tailored for Naples. The National Trust for Historic Preservation expects local leadership.

Before anyone cries foul about property rights, hear this: The Society's proposal will not infringe upon property rights in any way. If you doubt this pledge, then you have an obligation to learn more by exploring our website, calling the Society's office or attending public meetings.

The third and fourth factors affecting preservation concern professional feedback about many houses in Naples and in the district itself. Not every house built in, say, 1936, was built with the same ability to withstand the elements: hurricanes and termites. Sadly, some historical houses have succumbed. Of those that remain with us, some might be pleading for good maintenance and TLC

or perhaps have been rehabilitated already.

With regard to the last preservation challenge factor, misinterpretations and unintended consequences, this is where it gets convoluted and requires more space than permitted here. The devil is in the details, indeed, and my next two guest commentaries will speak to this challenge.

To bypass that analysis for now, let's jump to the question at hand: Can we create a preservation program that does not affect property rights or Naples' Community Rating System level of 5, an impressive report card mark recently bestowed by FEMA?

Yes, we believe the Society's Naples Historic District Initiative has the answer!

The Naples Historic District Symposium from 1 to 4 p.m. Jan. 12 at the River Park Community Center will feature a panel discussion with professionals and representatives of institutions. It will be open to the public, but seating will be limited to 200.

Parts 2 and 3 of this commentary will follow on these pages in the coming weeks. For more information, see www.NaplesHistoricalSociety.org or call 239-261-8164.

Today in history

Today is Sunday, Nov. 27, the 332nd day of 2016.

Then & Now



Letters

Speech on rights brilliant

On Nov. 16, noted lecturer, attorney and author KrisAnne Hall gave a presentation,

L-3

EDITORIAL OPINION

WANT SOMEONE FROM THE NAPLES DAILY NEWS to speak at your event or club? Please go to naplesnews.com/customerservice.

Naples Historic District: the means to the end



ELAINE L. REED

Naples Historical Society's Historic District initiative is a public policy issue: a house may be just a house, but with over 90 of them in an area that is less than one-tenth of 1 square mile, decisions on historic houses become a public policy issue.

Naples Historical Society knows this initiative can only move forward if the community understands the facts and features of our proposal to preserve the district.

Our goals are (1) to clear the way for a less-complicated, more local process for district homeowners to restore historic houses with personal finances, and (2) create guidelines for new construction in the vernacular, a term used to describe broad visual integrity.

Broad visual integrity isn't just a snappy soundbite; it beckons a community-endorsed vision that is reasonable, manageable and respectfully symbolic. This is the basis of a workable preservation program for Naples.

If a homeowner doesn't want to restore a historic house or doesn't want to build new in the vernacular, he or she may build whatever they wish in the Naples Historic District. We will not

infringe on these rights.

How would preservation be managed if there are no mandates? The answer lies in many areas, but particularly through a savvy partnership with the Naples Area Board of Realtors (NABOR).

The society realizes every Realtor must know the district exists. We figured one effective way to do this would be to attach a marker to each district address in the Multiple Listing Service. NABOR agreed.

Rick Fioretti, NABOR's president, explains: "The Naples Area Board of Realtors could create an overlay map of the Historic District to appear on our MLS system that would identify the Naples Historic District properties and provide recognition to the home listings within the (district.) NABOR supports the mission of Naples Historical Society to preserve our local history and heritage for the community and future generations to enjoy."

NABOR's agreement will yield crucial awareness of the district's existence, something that's been elusive for decades.

With regard to new construction in the vernacular, consider the following. According to Preservation, a National Trust for Historic Preservation magazine, "about 75 percent of local historic districts include design guidelines for

compatible, appropriately scaled additions and infill structures."

Look around -- it's already happening.

We need to create uncomplicated guidelines for new construction in the vernacular. Keeping it simple -- KISS -- is essential.

So, what influences design guidelines for historic houses?

"Preserving" involves secretary of the interior and National Register-recommended approaches. There are four. These approaches refer to a gradient, each revealing the general scope of restorative work on an historic structure.

Preservation isn't strictly about keeping things the same. That's a misinterpretation.

These approaches range from making no changes (Historic Palm Cottage) to reconstruction and replacement (Naples Pier). The materials in the pier may be new, but its historic value has been brilliantly salvaged, and that preserves the pier's history.

Note that when I began to research this potpourri, I couldn't believe the words "preservation" and "demolition" were in the same writing. In fact, the Edison & Ford Winter Estates and the Florida Trust for Historic Preservation both used those two words in the same writing when making the case for their

capital plans.

When these four preservation approaches are applied to the Naples Historic District, our findings show that 71 percent of houses are historic by definition, and 85 percent are contributing structures; collectively the area reflects broad visual integrity.

These proportions are due to including houses that have "aged in" since the initial National Register application (1987) and to including 19 structures not in the original list that should have been.

There will be no more houses to retroactively classify in the future; that's why this is the last chance to preserve what we have.

A host of topics remain that require a steady determination to mine through to understand how to create a preservation program for Naples. Save the date: Naples Historic District Symposium, Jan. 12, 2017, 1-4 p.m. at River Park Community Center. This will be a panel discussion including professionals and institutions. It is open to the public. Seating is limited to 200.

Reed is president & CEO/Naples Historical Society Inc. This is the second of three related guest commentaries. The third installment will publish in January. Part 1 was in November. For more information, go to www.NaplesHistoricalSociety.org.

Today in history

Then & now

Letters

Unite against hate

4

L-5

NDN
1-8-17

Red tape restricts Naples Historic District



GUEST COMMENTARY
ELAINE L. REED

To successfully incorporate a preservation program in Naples, it begins with understanding what is possible.

The first two commentaries in this series of three addressed the challenges of preservation and explained some nuances of Naples Historical Society's district initiative. This article exposes the reality of a few rules and regulations that exist at the federal, state and local levels.

Much of the red tape that is associated with reviews of historic houses in the city of Naples is based on state regulation. Decisions on historic houses are often framed by state or federal rules that govern the city's authority.

On the other hand, yes, there are some decisions that are within the scope of judgment at the city of Naples.

We explore some of this red tape here. Following are a few examples of important components in a preservation program:

» **Contributing inventory list.** The city cannot authorize work on a historic structure if the house isn't recognized as such by the State Historic Preservation Office. That's a problem, for example, when a 1930 house is historic by all measures, but is not officially recognized as such at the state level.

The society is seeking approval from state and national agencies for an update to the Naples Historic District's list showing an inventory of contributing structures. This list is on the society's website. City Council and city staff acknowledge its legitimacy, but as state regulations go, we must undergo a required regulatory process

for their verification process. That is in process as of this writing.

» **Certified local government (CLG).** Collier County is a CLG, but the city of Naples isn't. Apparently, a CLG designation is a requirement at the state level for a governmental entity to render judgment on any restorative work to a historic structure in the Naples Historic District. We will be exploring this alongside the city of Naples.

» **The 50 percent rule.** There are many historic houses that lie outside of the Naples Historic District and, for the record, we have no interest in expanding the district boundaries. This said, we do believe the application of the 50 percent rule necessitates greater discussion. The community wins when everyone is on the same page.

» **Local flood ordinance.** On a similar note, we believe discussion is warranted regarding the length of time for cumulative improvements to a historic house that is outside of the district. Homeowners can spend up to 50 percent of the construction value of their house on improvements every 12 months; as an incentive to restore historic homes, we encourage discussion on changing that timeline to nine or even six months.

» **Moving forward.** While the Naples Historic District has been a recognized geographic neighborhood since 1987, there have been no formal declarations on this historically valuable community asset. That's a void of 30 years.

We have spoken to many dozens of people over the past year, residents and professionals, about this project, and it seems we have struck a harmonious chord. We are cautiously optimistic.

With this in mind, we have reached agreement with the city of Naples to hold an open discussion, a symposium, with

"We hope that our community, the residents of Naples, and certainly those who live in the Naples Historic District, can be a part of creating a lasting legacy."

select city staff, the Federal Emergency Management Agency, National Flood Insurance Program, Naples Area Board of Realtors, the State Historic Preservation Office and perhaps other representatives from Tallahassee who want to see Naples have more local control over our coveted historic district.

The Naples Historic District Symposium, hosted by the society, will be held Jan. 12 from 1-4 p.m. at River Park Community Center. This event is open to the public and will feature a panel discussion, led by a moderator. No reservations are needed and seating is available for 200.

In the end, we hope that our community, the residents of Naples, and certainly those who live in the Naples Historic District, can be a part of creating a lasting legacy that is reasonable for all.

Join us!
Reed is president and CEO of the Naples Historical Society Inc. This is the third and last in a series of commentaries about Naples Historical Society's work for the Naples Historic District Initiative. For Parts I and II, visit: www.NaplesHistoricalSociety.org. For more information, go to www.NaplesHistoricalSociety.org or call Naples Historical Society at 239-261-8164.

NDN 1-8-2017

the gulf swing ON THE MAP

by Elaine L. Reed



Naples Historic District Initiative

THE NAPLES HISTORICAL SOCIETY IS SPREADING THE WORD: IT TAKES A COMMUNITY TO PRESERVE ONE.

The simple idea of saving the past is not so simple, at least not in Naples. One of five initiatives crafted by the Naples Historical Society is called the Naples Historic District Initiative. Yes, the Naples Historic District exists—and was registered with the U.S. Department of the Interior in 1987.

This is a massive and complex endeavor intended to encourage and celebrate the broad visual integrity in a downtown area that is less than one-tenth of one square mile. The rough boundaries of the district run from the Gulf of Mexico to Third Street South, and Ninth Avenue South to 13th Avenue South.

The Naples Historic District has enormous significance to residents, regardless of whether we live here full-time, part-time or have just arrived. The development of what is now Naples began with the Naples Pier, the old Naples Hotel and what is now Historic Palm Cottage.

SHADED AREAS INDICATE PARCELS IN THE NAPLES HISTORIC DISTRICT.

Map: © 2016 Naples Historical Society

Meandering through this neighborhood, between and surrounding these important buildings, structures and sites, we find the essence of Naples' earliest years. While the housing landscape has changed through the decades, there is still great aesthetic value in the district, something that compels residents and visitors to treasure the uniqueness of this part of town.

Capturing the district's personality, charm and character—for our enjoyment and for posterity—is a community-wide effort. We need to move forward with intelligence and reasoning in a respectful way. The Naples Historic District Initiative proposal includes, but is not limited to, the following:

1 Recalibrating our local preservation review process so that unintended impediments to preserving historic structures can be removed. Why create a fuss for someone who wants to use their own financial resources to preserve a house?

2 Educating the community (government, residents, trades and others) to the broad interpretations that surround historic preservation. The National Register of Historic Places and the Secretary of the Interior have what are referred to as Preservation Approaches. There are four approaches used throughout the nation, and they allow an extraordinary amount of leeway for owners and their construction team. Why not tap into that?

3 Introducing the discussion for new construction guidelines in the vernacular to address the broad visual integrity of the district. With our proposal, a homeowner can refuse to follow our guidelines; there is no infringement on property rights.

There are 67 counties in Florida and 52 of them have historic districts; 32 have multiple historic districts (Sarasota County has 17). Collier County has one historic district, and it has not had any support since being recognized by

the federal government almost 30 years ago. This could be the last chance we have to do so.

Of course, one option on the table is to continue to do nothing; however, this would render the greatest disservice to the preservation of Naples as we know it.

A call to preserve Naples cannot be a directive or a wish. There must be a plan. The Naples Historical Society has a compelling vision and a reasonable plan. We need the community to show support for a project that will finally address historic preservation in Naples. Be a part of living history by supporting our effort. Our motto says it all: It takes a community to preserve one.

For more details: Naples-HistoricalSociety.org

Elaine L. Reed is president/CEO of the Naples Historical Society.

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APPENDIX

M

m-1

SWFLATODAY

Updated news online SWFLATODAY naplesnews.com

Naples mulls historical preservation extent

JOSEPH CRANNEY
JOEY.CRANNEY@NAPLESNEWS.COM; 239-213-6035

Naples leaders agreed Thursday to support a local group's mission to preserve the area's historical structures, but city officials hinted at stopping short of using additional public resources for the effort.

"I think it's important that the city sends the message that preservation is important," Vice Mayor Linda Penniman said after Thursday's three-hour preservation panel hosted by the Naples Historical Society at the River Park Community Center.

But a suggestion to catalog thousands of potentially historical Naples properties for review by state preservationists and a request from Elaine Reed, the historical society's president, to use city staff to help manage preservation efforts, could meet hurdles.

Penniman didn't commit to support funding for the catalog of properties the state would review to determine which would be eligible for historical designation.

"I would have to see a number," she said.

City Manager Bill Moss cautioned against Reed's proposal to add "more descriptive" preservation lan-

guage in the city's land-development code, which Moss said could deter the rights of property owners.

"I think we can do that through education," Moss said about the desire to streamline the city's process to renovate historical properties.

Reed said her group won't infringe on the rights of property owners.

"This project has been built so far on the acknowledgment that property rights will be untouched," Reed said. "We're not trying to infringe on anyone's

See PRESERVATION, Page 8A

Preservation

Continued from Page 3A

property."

The City Council is scheduled to discuss historical preservation in a meeting next month.

Reed said Thursday's 11-member panel of state and local real estate and preservation professionals was meant to inform the public of the ways the 64 structures in the Naples Historic District can be preserved.

Property owners have the right to renovate, redevelop or even raze the historical structures, mostly Old Naples cottages bunched west of Third Street between Ninth and 14th avenues, Reed said.

But she said the Naples Historical Society wants a "productive agreement" with the city and other local partners to encourage preservation, despite growth and other market forces that create other incentives.

"I want to create a user-friendly, local process for people to restore historic structures with their own money," Reed said.

The city code requires a 180-day waiting period when demolition permits are issued on historical structures, said Robin Singer, the city's planning director.

Singer said the council could direct subsidies to preservation-minded real estate developers. But there was a consensus among panel members Thursday that the local solution can't come simply through financial incentives.

As Rick Fioretti, the immediate past president of the Naples Area Board of Realtors, put it: "It's about time and ease. It's not so much about money."

For property owners wanting to avoid a longer process of certifying their structures' historical status, "they're going to do the easy thing and take a bulldozer to the property," Fioretti said.

Fioretti said NABOR is developing a program that would identify historical properties listed for public sale to notify preservation-minded buyers.

"It's a big deal," he said. "When people think about Naples, nobody comes into my office and says, 'I want to live in New Naples.' They want to live in Old Naples."

"The real estate community supports this effort wholeheartedly," he added.



m-2
NAPLES
10-23-2017

SARAH HOLM/NAPLES DAILY NEWS

The Historic Palm Cottage is the educational headquarters for the Naples Historical Society. Elaine Reed, president and CEO of the organization, is drafting a proposal to preserve more homes in an area where redevelopment can be worth millions.

Saving history

Group seeking state and city support to preserve more homes in Old Naples

JOSEPH CRANNEY

JOEY.CRANNEY@NAPLESNEWS.COM; 239-213-6035

The business of preserving historic buildings among the ultrawealthy pockets of downtown Naples — where millions in real estate is bought, redeveloped and sold on the regular — is an inherently tricky, almost oxymoronic thing.

Elaine Reed knows this. She sees the changes every day.

She works out of an upstairs office in the Naples Historical Society's single-family cottage near Gulfshore Boulevard and Broad Avenue South. The building is more than 100 years old, with original wood floors made from Dade County pine.

Just down the street is a single-family home built in 2014. This one is worth about \$7.9 million, complete with a two-story guest house, courtyard and a private pathway to the beach.

If something doesn't change, Reed said, there's nothing that could stop all of Old Naples from being torn down for something bigger and more valuable.

"When someone says, 'I want to raze a house,' we want to be able to offer options first," said Reed, the historical society president. "The true problem is a lack of education."

Reed is drafting a proposal requesting the state to sign off on a new Naples historic preservation program.

"With respect to private property rights, we will not have a program that has a mandate. The entire historical preservation program is going to be based on marketing."

ELAINE REED, HISTORICAL SOCIETY PRESIDENT

The program, in partnership with City Hall, would certify an updated map of the area's more than 60 historic structures, include additional outreach to homeowners in the historic district and give the city new authority to review projects that alter or restore historic properties.

It's the most comprehensive effort yet to preserve the city's historic structures, mostly old cottages bunched west of Third Street South between Ninth and 14th avenues.

There's a reason that such a project has felt

See HISTORIC NAPLES, Page 10A

Historic Naples

Continued from Page 3A

impossible in Naples for decades — intense market pressures. After all, the historic district is bordered by Third Street's boutique retail and is not far from the million-dollar condos of Fifth Avenue South. As long as downtown land values are in the tens of millions, incentives for owners will go in a way opposite of preservation. However, Reed is emphasizing her group is not opposed to redevelopment at historic properties. In fact, she encourages it, as long as the project maintains the character of a historic structure.

Preservation could include careful maintenance of a historic property or substantial improvements that don't affect its historic nature, Reed said. It also could in-

clude tearing down an old property and rebuilding it to match its original vernacular, like the recent restoration of the Naples Pier.

Other communities — such as Alexandria, Virginia, or Savannah, Georgia — have strict rules against physical alterations of historic buildings. The Naples program is voluntary, Reed said.

"With respect to private property rights, we will not have a program that has a mandate," Reed said. "The entire historical preservation program is going to be based on marketing."

As part of the program, the private nonprofit historical society is hiring an outreach coordinator for a paid position 20 hours per week. The person hired will go door to door in the historic district to inform homeowners of the society's mission.

The group is working with the Naples Area Board of Realtors to include the historic district in the local housing MLS

database, letting potential buyers know if the property is deemed historic, Reed said.

If a homeowner or buyer wants to tear down a historic structure and build a megahome, that's their call, Reed said. She just wants to let them know there's another way.

"Wrapping your brain over what is allowed is a big deal," she said.

The program is also requesting approval from Florida's State Historic Preservation Office to allow a Naples panel to review preservation projects at the city's historic properties.

Historic structures, if undergoing improvements, could be exempt from federal floodplain regulations, but only if the state certifies that the improvements won't alter the structure's historic character.

This requires homeowners planning the improvements to undergo a lengthy

approval process with the state.

The historical society's program is requesting the state transfer that authority to the city's design review board, as it has done elsewhere in Florida, to keep the process local.

Currently, the design panel reviews the architectural plans and project renderings for developments throughout the city.

Shifting that responsibility to the design panel may result in the city hiring or contracting with a historic preservation specialist, Planning Director Robin Singer said.

If the state approves the program, Reed envisions a future where homebuyers in the historic district are connected with preservation-minded real estate professionals, including brokers and architects, who can help provide options.

"There's a lot of people that I've heard from about this," Reed said. "There just hasn't been a program to support it."

04/13/16

to live their whole existence in stress and misery when they, like us, are capable of experiencing the same emotions of joy, love, excitement, happiness, sadness, confusion, loneliness, depression and terror.

He would not have put them here for us to kill, unless he and Satan are one.

Mary Moore, Naples

Destroyed

I am a year-round resident who moved to Naples in 1999.

I have watched it go from a beautiful, quaint town that folks loved to come and visit to a place that it is all about the money and greed.

I remember when there were height restrictions; now they are as high as money can buy.

I have to work for a living and work in a field where I have to deal with those entitled folks who swarm down here every year, and expect those of us who live here to bow down to them for the most part.

There is no affordable housing for the working class here,

and I wonder what they all will do when the working class is not here for them in the capacity they feel they deserve because we cannot afford to drive in from the middle of the Everglades.

If they all had their way, that is where we less fortunate would be living.

Never mind the fact that they are only here maybe two months or two weeks of the year. It is amazing what money can buy, and the city of Naples should be ashamed for letting this beautiful place be destroyed by greed.

Kind of like selling your soul, wouldn't you say?

Shelley J. Buma, Naples

Smoke and mirrors

What's all the controversy surrounding zoning plans proposed by the Naples Historical Society?

A look at the Historical Society's website left me wondering: "What is the intended outcome of the so-called Historic District Initiative?"

To learn more, I recently attended a two-hour presentation sponsored by the society. It was

confusingly filled with buzz words, definitions and examples of federal and state historic programs, but at its conclusion, attendees still had no idea what the initiative was, although we were asked to endorse it.

No audience questions were allowed. The plan only became clear after the meeting when a direct question was asked: "Is the plan a push for enactment of an ordinance establishing a Historic District Zoning Commission?"

The answer — a bold "yes."

It seems a lot of smoke and mirrors were used in an attempt to cloud the true intent of this initiative: to gain control of property rights by requiring property owners to obtain (and possibly be denied) a certificate of appropriateness from a governmental commission in order to proceed with property improvements.

No commission approval means no building permit.

Please call upon elected city and county officials to reject enactment of any ordinance that will take away property rights.

Let the society continue its work without the additional interference and hammer of governmental control.

Disincentives: Where are they now?

Reject historic district initiative of historic preservation
file by not

This letter is in response to a Dec. 18 guest commentary on the push for a historic district initiative. Here we go again. The article is a repackaged marketing effort trying again to convince property owners and public officials to embrace historic district zoning, which has been resoundingly rejected in the past.

The article was filled with the same confusing, albeit nice-sounding buzzwords designed to mask the real intention to impose burdensome regulations, red tape and financial hardship upon property owners.

The writer, Elaine Reed of the Naples Historical Society, writes: "Decisions on historic houses become a public policy issue." Translation: You're too stupid to decide what's best in terms of renovations for your property — only the establishment of a politically appointed historic district commission can decide what is best as a matter of "public policy."

The supposed guidelines will readily turn into instructions and mandates as to what you can and cannot do.

What wasn't written is that the endgame of the initiative is to convince government officials to enact an ordinance creating historic district zoning under the control of a commission. The new commission would have the authority to require a "certificate of appropriateness" for proposed property renovations. If an owner is denied the certificate, then the building permit will not be granted.

Historic preservation is best served when individual owners have the final say as to what is best for their property, without the heavy hand of new government regulations, currently masquerading as a historic district initiative.

I urge homeowners and public officials to reject this attempted grab at property rights.

Donald D. Russo, Naples

NDN 1-14-2017

Letters policy

Letters can be 275 words or less. Letters may be edited for clarity or taste, to eliminate personal attacks and to prevent libel. Letters may be edited for accuracy, rejected or returned to the writer to resubmit a new letter. The source of a statistic should be attributed within the letter. No poetry, letter-writing campaigns, or airing of a personal grievance against a business. Submissions cannot be handwritten. Publication presently is limited to one per person within a month. City of residence and a contact phone number are required. By email: Use the form at naplesnews.com to receive confirmation of receipt or send to letters@naplesnews.com.

for enactment of an ordinance establishing a Historic District Zoning Commission?" the answer was a bold, "Yes."

I've also read all the information on the Historical Society's website. Not once is the word "voluntary" used. However, the phrase, "historic houses are a public policy issue" is recurring and speaks volumes.

"Public policy" is a term used to describe a collection of laws, mandates or regulations established through a political process. As such, property owners in the proposed district should be very concerned.

It seems a lot of smoke and mirrors has been used in an attempt to cloud the true intent of this initiative: to gain control of property rights by requiring property owners to obtain (and possibly be denied) a certificate of appropriateness from a governmental commission in order to proceed with property improvements. No commission approval means no building permit.

If my assertion is inaccurate, let the society's president/CEO put in writing that she is adamantly opposed to a governmental commission regulating a historic district zone and that she is adamantly opposed to a certificate of appropriateness, rather than surrogates spinning her vague talking points.

Certainly that would clear up any controversy.

It's time for the real intention of the initiative to be plainly and simply set forth in writing on the society's website.

Shelley J. Buma, Naples

lease a lifeline for around \$25 to \$50 a month. Protect yourself before it's too late.
William Kaye, Naples

Clear up controversy

What's all the controversy surrounding zoning plans proposed by the Naples Historical Society? In the spring of 2016, I attended a two-hour presentation sponsored by the society.

It was filled with nice-sounding buzz words, but lacked any specifics. When the society's president/CEO was asked, "Is the so-called historic district initiative a push

EDITORIAL OPINION

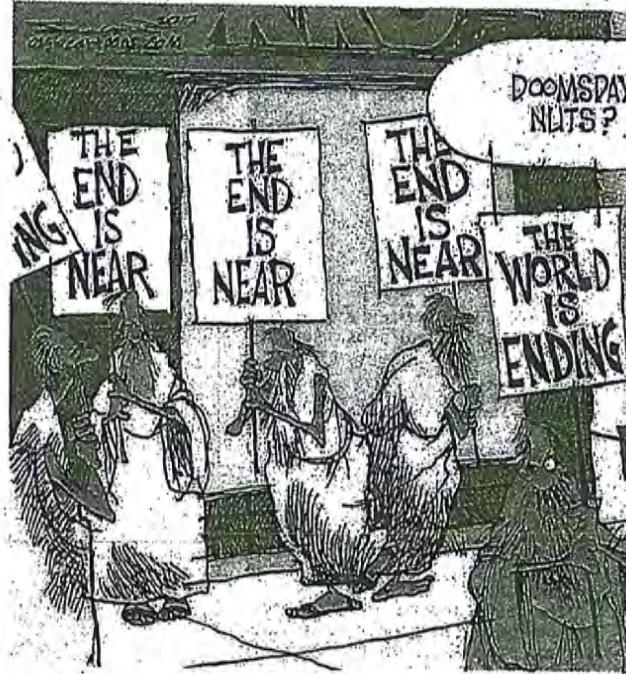
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Letters

Applaud restoration

Letter-writer Shelley J. Buma requested I "clear up the controversy" surrounding Naples Historical Society's initiative for the Naples Historic District. There is no controversy.

First, Buma presented to the world that she has not listened to the society's intents. Secondly, she revealed that she does not know enough about the existing process for homeowners who wish to restore their own house using their own resources.

Thirdly, for the two people who are opposed to our proposal: this project will not infringe on private property rights.

If Buma wants the word "voluntary" in our writings, OK. The Naples Historical Society's proposal will not infringe on property rights, which means that homeowners may voluntarily choose to participate.

The term "public policy" emerged as a result of this perspective: as the process of restoration approvals currently exists, homeowners who voluntarily restore their own houses with their own resources do so at great expense and over a long period of time. The reasons for that were outlined in the spring 2016 public presentation Buma said she attended.

Rather than have owners of historic houses absorb higher costs and endure added time to a restoration project (which often leads them to raze a house), this project was positioned as a public policy issue so that the City Council would recognize the enormously beneficial opportunity to help anyone with a historic house who voluntarily chooses to restore it.

A house is just a house, but when a collection of them comprise a landmark neighborhood, it is a public policy issue.

Those who voluntarily restore a house should be applauded, not have pointless roadblocks thrown in their pathway.

For the record, not one homeowner who lives in the Naples Historic District has opposed this project.

Elaine Reed, Naples

President and CEO, Naples Historical Society Inc.

APPENDIX

N

N-1

PRINT, COMPLETE AND SEND THIS LETTER TO
NAPLES HISTORICAL SOCIETY, c/o DISTRICT PROJECT, P.O. BOX 201, NAPLES, FL 34106.
THANK YOU!

Date

Naples City Council
City of Naples, Florida
735 8th Street South
Naples, FL 34102

TO: Mayor of Naples and
Members of Naples City Council

_____ I am a resident of the City of Naples.

_____ I am a non-resident of the City of Naples.

This letter serves as my endorsement for Naples Historical Society's project, *Naples Historic District Initiative*. I understand this project presents a reasonable solution to the challenges of preservation in Naples, and does so without infringing on private property rights. Therefore, I believe now is the time to fully grasp and treasure the intrinsic significance and aesthetic value of the Naples Historic District.

Sincerely,

SIGNATURE

NAME

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

2/21/2017

APPENDIX

O

CHAPTER 12 HISTORIC BUILDINGS

SECTION 1201 GENERAL

1201.1 Intent and purpose. It is the intent of this chapter to provide means for occupant safety, property conservation and use of designated historic buildings while protecting those elements, spaces and features that make these buildings historically or architecturally significant.

1201.2 Scope. The provisions of this code acknowledge the need to preserve the character of historic buildings and shall apply to the repair, alteration, restoration, change of occupancy, addition and relocation of historic buildings.

1201.3 Flood hazard areas. In flood hazard areas, if all proposed work, including repairs, work required because of a change of occupancy, and alterations, constitutes substantial improvement, then the building shall comply with Section 1612 of the *Florida Building Code, Building*, or Section R322 of the *Florida Building Code, Residential*, as applicable.

Exception: If the program that designated the building as historic determines that it will continue to be an historic building after the proposed work is completed, then the proposed work is not considered to be substantial improvement. For the purposes of this exception, an historic building is:

1. Individually listed in the National Register of Historic Places; or
2. A contributing resource within a National Register of Historic Places listed district; or
3. Designated as historic property under an official municipal, county, special district or state designation, law, ordinance or resolution either individually or as a contributing property in a district, provided the local program making the designation is approved by the Department of the Interior (the Florida state historic preservation officer maintains a list of approved local programs); or
4. Determined eligible by the Florida State Historic Preservation Officer for listing in the National Register of Historic Places, either individually or as a contributing property in a district.

1201.4 Accessibility requirements. For accessibility requirements, see the *Florida Building Code, Accessibility*.

SECTION 1202 DEFINITIONS

ADAPTIVE REUSE. The conversion of functional change of a building from the purpose or use for which it was originally constructed or designed.

ADAPTIVE USE. A use for a building other than that for which it was originally designed or intended.

HISTORIC BUILDING. For the purposes of this code and the referenced documents, an historic building is defined as a building or structure that is:

- 1. Individually listed in the National Register of Historic Places; or
- 2. A contributing property in a National Register of Historic Places listed district; or
- 3. Designated as historic property under an official municipal, county, special district or state designation, law, ordinance or resolution either individually or as a contributing property in a district; or
- 4. Determined eligible by the Florida State Historic Preservation Officer for listing in the National Register of Historic Places, either individually or as a contributing property in a district.

HISTORIC CHARACTER. The essential quality of an historic building or space that provides its significance. The character might be determined by the historic background, including association with a significant event or person, the architecture of design, or the contents or elements and finishes of the building or space.

HISTORIC FABRIC. Original or added building or construction materials, features and finishes that existed during the period that is deemed to be most architecturally or historically significant, or both.

HISTORIC PRESERVATION. A generic term that encompasses all aspects of the professional and public concern related to the maintenance of an historic structure, site or element in its current condition, as originally constructed, or with the additions and alterations determined to have acquired significance over time.

HISTORIC SITE. A place, often with associated structures, having historic significance.

HISTORIC STRUCTURE. A building, bridge, lighthouse, monument, pier, vessel or other construction that is designated or that is deemed eligible for such designation by a local, regional or national jurisdiction as having historical, architectural or cultural significance.

PRESERVATION. The act or process of applying measures necessary to sustain the existing form, integrity and materials of an historic building or structure.

REHABILITATION, HISTORIC BUILDING. The act or process of making possible a compatible use of a property through repair, alterations and additions while preserving those portions or features which convey its historical, cultural or architectural values.

RESTORATION. The act or process of accurately depicting the form, features and character of a property as it appeared at a particular period of time by means of the removal of fea-

APPENDIX

P

P-1

Elaine Reed

From: Zimny, Michael F. <Michael.Zimny@DOS.MyFlorida.com>
Sent: Monday, March 6, 2017 5:13 PM
To: Elaine Reed
Subject: RE: Naples Historical Society: CLG Not Required, Correct?

Dear Elaine,

This is to follow up our recent conversation regarding the Certified Local Government (CLG) program. Please be advised that the City of Naples does not need to be a CLG in order:

- 1. To determine if a house is considered an historic contributing structure in the Naples Historic District and
- 2. For the City's design review board (DRB) to render judgment on the proposed design modifications of an historic structure.

I hope that the City of Naples will consider applying to be designated a CLG and would be happy to assist the City in this effort.

Best,

Michael Zimny

Historic Sites Specialist | Bureau of Historic Preservation | Division of Historical Resources | Florida Department of State | 500 South Bronough Street | Tallahassee, Florida 32399 | 850.245.6333 | 1.800.847.7278 | Fax: 850.245.6439 | Michael.Zimny@Dos.MyFlorida.com | www.flheritage.com



From: Elaine Reed [mailto:ereed@napleshistoricalsociety.org]
Sent: Monday, March 06, 2017 1:52 PM
To: Zimny, Michael F.
Subject: FW: Naples Historical Society: CLG Not Required, Correct?

Hi Michael:

This is a RE-SEND...just to ensure you received this. Your reply would be greatly appreciated. Thank you!

Regards,

Elaine L. Reed, MPA
President & CEO
Naples Historical Society, Inc.
P.O. Box 201

APPENDIX

Q

(Oversized – see separate PDF, 11x17”)

APPENDIX

R



R-1

Proposed DRAFT Job Description
Job Title: Preservation Coordinator, Revision 4

10 June 2017
For the City of Naples

Rationale: Once a preservation program is established, it is recommended the City of Naples hire a preservation coordinator who is responsible for coordinating the planning department work involved with historic preservation.

Gross Rate: \$25 to \$28/hour, full-time or part-time with finite contract

Job Type: W-2 Employee or 1099 Contractor--no benefits of any kind

Location: 735 8th Street South

General Description of Duties

The responsibilities for this staff member include responding to homeowners, architects or contractors who come to the City with plans to restore an historic house. Examples of duties include but are not limited to the following:

- Follows the approved historic preservation program for the City of Naples
- Facilitates homeowners and architects to maneuver through the local process or at the State level (in order to be acknowledged as "historic")
- Manages the City's internal process working in conjunction with floodplain, DRB, and PAB
- Works with the Society on the upkeep of the List of Structures in the Naples Historic District
- Ensures the City's website is informational and user-friendly
- Other tasks including working with the State of Florida to coordinate a City-wide Survey (identify other historic houses outside of the Naples Historic District)
- Supports Naples Historical Society for information dissemination

Qualifications & Experience






- Fully understands that this is a locally-driven process and should not replicate a community's process that has preservation built into its institutional, social, cultural infrastructure
- A background in or an appreciation for historic preservation
- A willingness to learn about and understand historic preservation as it relates to the National Flood Insurance Program/FEMA and how it applies to the rules of the Florida Building Code
- A solid understanding of the Naples market, real estate, demographics, history of preservation, ACE community needs, City's goals, Naples Historical Society's supportive role
- Ability to understand and navigate through the various entities that have a hand in the preservation process
- Possesses diplomacy and exudes infinite patience
- Is comfortable writing professionally and presenting publicly

END

APPENDIX

S

Naples Historic District Initiative – Preservation Approaches
3/22/2017

Approaches	<i>National Park Service, Technical Preservation Services, Guidelines for the Rehabilitation of Historic Buildings</i>	<i>National Park Service, Secretary of the Interior's Standards</i>	<i>Naples Historic District Advisory Roundtable</i>
1	<p>Identify, Retain and Preserve: 107 Broad Avenue South (1910)</p> 	<p>Preserve--Preservation applies the measures necessary to sustain the existing form, integrity, and materials of a historic property. Preservation work generally focuses on the ongoing maintenance and repair of historic features and materials rather than extensive replacement and new construction.</p>	<p>Houses greater than 50 years old which are in carefully preserved condition.</p>
2	<p>Protect and Maintain: 40 9th Avenue South (1909)</p> 	<p>Rehabilitate--Rehabilitation adapts a property for a compatible use through repair, alteration, and addition while preserving those portions or features that convey its historical, cultural, or architectural values.</p>	<p>Houses greater than 50 years old which have been rehabilitated and adapted over the years.</p>
3	<p>Repair: 245 Broad Avenue South (1914)</p> 	<p>Restore--Restoration accurately depicts the form, materials, features, and character of a property as it appeared at a particular period in time. Restoration retains as much of the fabric from the historic period as possible. Inconsistent features may be removed and missing features faithfully reconstructed in accordance with the restoration period.</p> <p>Alternations & Additions—Alterations may include providing additional parking space on an existing historic building site, cutting new entrances or windows on secondary elevations, inserting an additional floor, installing an entirely new mechanical system, or creating an atrium or light well. Alternation may also include the selective removal of buildings or other features of the environment or building site that are intrusive and therefore detract from the overall historic character.</p> <p>The construction of an exterior addition may seem to be essential for the new use...and if it is judged to be the only viable alternative, it should be designed and constructed to be clearly different from the historic building so that the character-defining features are not radically changed, obscured, damaged, or destroyed.</p>	<p>Houses greater than 50 years old which have been restored.</p> <p>Houses greater than 50 years old which have undergone alteration or had additions.</p>
4	<p>Replace: Naples Pier (1888)</p> 	<p>Reconstruct--Reconstruction depicts, with new construction, the form, materials, features, and character of a property that no longer exists, as it appeared at a particular period of time, usually in its historic location.</p> <p>Reconstruction is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.</p>	<p>Structures less than 50 years old, but reconstructed to reflect a particular period of time.</p>
New Construction in the Vernacular	<p>New Construction, Vernacular: 231 11th Ave. South (2014)</p> 	<p><i>"New construction should complement historic architecture. Through sound planning and design, it can respect and reinforce the existing patterns of development in the local historic preservation zoning districts. Successful infill design does not have to imitate demolished or existing buildings to be successful. Rather, it picks up significant themes such as height, materials, roof form, massing, setbacks, and the rhythm of openings to ensure that a new building blends with its context." St. Augustine, FL, Historic Preservation Guidelines, pg. 116.</i></p> <p><i>New construction, if handled appropriately, can add to the cultural significance of a District by virtue of its visual integrity, and while it may not be considered a historic structure in itself, it can be considered a contributing resource to the neighborhood as a whole.</i></p> <p><u>Naples Historical Society (2016).</u></p>	

APPENDIX

T



PLANNING

Design Review Board

Purpose

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

- (1) Preserve existing areas of natural beauty and cultural importance;
- (2) 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;
- (3) 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;
- (4) 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; and
- (5) Provide a continuing source of programs and means of improving the city's public environment.

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 the City of Naples Design Review 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.

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), 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.



City of Naples Seeks Candidates for Various Boards and Committees

CONTACT INFORMATION

Community Development Building

295 Riverside Circle
Naples, FL 34102

Phone:
239-213-1050

[VIEW FULL CONTACT DETAILS](#)

735 8th Street South, Naples, Florida 34102 | (239) 213-1000

[Contact Us](#) [Special Districts \(Dependent\)](#) [Home](#) [Sitemap](#) [Staff Login](#) [Employee Self Serve](#)



APPENDIX

U

**Agenda Item 10
Meeting of 11/15/17**

ORDINANCE 2017-14064

AN ORDINANCE RELATING TO ZONING, LAND USE AND HISTORIC PRESERVATION; AMENDING THE CITY OF NAPLES CODE OF ORDINANCES CHAPTER 2, ADMINISTRATION, ARTICLE V, BOARDS AND COMMISSIONS, DIVISION 4, DESIGN REVIEW BOARD, SECTIONS 2-473, JURISDICTION; POWERS AND DUTIES, AND 2-475, APPLICABILITY OF DESIGN REVIEW; PROHIBITIONS; SECTION 16-82, VARIANCES AND APPEALS TO FLOODPLAIN MANAGEMENT; AND SECTION 16-112, GOVERNING THE DEMOLITION OF HISTORIC STRUCTURES; APPROVING TEXT AMENDMENT 17-T4; PROVIDING A SEVERABILITY CLAUSE, A REPEALER PROVISION AND AN EFFECTIVE DATE.

WHEREAS, city council referred the proposal to the city manager for initiating Text Amendment 17-T4; and

WHEREAS, following a public hearing on October 11, 2017, the Planning Advisory Board has considered the recommendation of staff and public input and has recommended by a vote of 7 to 0 that Text Amendment 17-T4 be approved; and

WHEREAS, after considering the recommendation of the Planning Advisory Board sitting as the local planning agency and City staff, following a public hearing on the subject, and providing the public an opportunity to comment, the City Council has determined that it is in the best interest of the City to approve Text Amendment 17-T4 to the extent consistent with codified language herein;

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

Section 1. That Chapter 2, Division 4, Sections 2-473 and 2-475 of the Code of Ordinances, City of Naples, Florida, are hereby amended as follows with words ~~stricken~~ indicating deletions and underlined indicating additions:

CHAPTER 2. – ADMINISTRATION.

DIVISION 4 – DESIGN REVIEW BOARD.

...

Sec. 2-473. - Jurisdiction; powers and duties.

The board shall have the powers and duties set forth in this division and any other duties assigned to it by the city council by ordinance or resolution. Specifically, the board shall have the following powers and duties:

- (1) To review all petitions and associated architectural and landscape architectural plans that require design review under the standards established in this Code and to make recommendations to the city council or the planning advisory board, or both, as otherwise required in this Code;
- (2) To review current city regulations and provide advice and recommendations to the city council for improved regulations that will promote excellence in design of buildings, structures, landscaping, lighting and signage; and
- (3) To prepare, recommend adoption of, and keep up to date, a design review handbook that will provide guidelines for the design aspects of development.
- (4) To review petitions for compliance with historic preservation criteria for the repair, improvement or rehabilitation of historic buildings, pursuant to Section 16-82, providing a recommendation to the board of appeals that the proposed improvements will not preclude the building's continued designation as a historic building and the variance is the minimum necessary to preserve the historic character and design of the building, based on consistency with Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, as may be amended from time to time.

...

Sec. 2-475. - Applicability of design review; prohibitions.

- (a) The board shall review all petitions for design review, prior to, and as a prerequisite for, the issuance of a building permit for any of the following located in a commercial, industrial, planned development, or multifamily zoning district or PS, public service district:
 - (1) A new principal building or structure;
 - (2) An addition to an existing structure that is greater than 1,000 square feet; or
 - (3) A substantial change to the facade of any building or structure, and landscaping, lighting and signage associated with the foregoing buildings, structures or facades.
- (b) Buildings and structures located in single-family residential districts are excluded from this division.
- (c) The board may authorize approval of petitions for building permits for minor or insignificant development of property, which would not defeat the purposes and objectives of this section.
- (d) No building permit shall be issued for any building, structure or other development of property, or appurtenances, on any property described in this division, until plans and elevations for buildings, structures, or alterations to them, and associated landscaping, lighting and signage, have been approved by the board.

- (e) No certificate of occupancy, or final building inspection approval, for any property described in this division shall be issued until the designated official has certified that such construction has been found to be in compliance with the conditions and restrictions, if any, imposed by the board, and that the final construction is in conformity with the plans approved by the board.
- (f) The board shall review petitions for compliance with historic preservation criteria as set out in Sec. 2-473(4).

...

Section 2. That Section 16-82 of the Code of Ordinances, City of Naples, Florida, is hereby amended as follows with words ~~stricken~~ indicating deletions and underlined indicating additions:

Sec. 16-82. - Variances and appeals to floodplain management regulations.

(a) *Generally.* The board of appeals shall hear and decide requests for appeals and requests for variances from the strict application of article IV of this chapter. Pursuant to section F.S. § 553.73(5), the board of appeals shall also hear and decide appeals and requests for variances from the strict application of the flood resistant construction requirements of the Florida Building Code. The article does not apply to Section 3109 of the Florida Building Code, Building. General requirements for variances to floodplain management regulations are as follows:

- (1) *Historic buildings.* A variance is authorized to be issued for the repair, improvement, or rehabilitation of a historic building that is determined eligible for the exception to the flood resistant construction requirements of the Florida Building Code, Existing Building, Chapter 44 12 Historic Buildings, upon determination that the proposed repair, improvement, or rehabilitation will not preclude the building's continued designation as a historic building and the variance is the minimum necessary to preserve the historic character and design of the building. If the proposed work precludes the building's continued designation as a historic building, a variance shall not be granted and the building and any repair, improvement, and rehabilitation shall be subject to the requirements of the Florida Building Code.
- (2) *Restrictions in floodways.* A variance shall not be issued for any proposed development in a floodway if any increase in base flood elevations would result, as evidenced by the applicable analyses and certifications required in section 16-148(3).
- (3) *Functionally dependent uses.* A variance is authorized to be issued for the construction or substantial improvement necessary for the conduct of a functionally dependent use, as defined in article IV of this chapter, provided the variance meets the requirements of section 16-82(a)(2) of this chapter, is the minimum necessary considering the flood hazard, and all due consideration has been given to use of methods and materials that minimize flood damage during occurrence of the base flood.

(4) The floodplain administrator shall maintain the records of all appeal actions and report any variances to the Federal Emergency Management Agency upon request.

(b) *Method of approval.* The board of appeals, as established in chapter 2, article II, division 3, shall hear and decide appeals when it is alleged there is an error in any requirement, decision, or determination made by the floodplain administrator in the administration and enforcement of this article.

(c) *Standards for approval.*

(1) In passing upon such applications, the board of appeals shall consider all technical evaluations, all relevant factors, all standards specified in article IV of this chapter, all other applicable provisions of the Florida Building Code, this section, including without limitation:

- a. The danger that materials may be swept onto other lands resulting in further injury or damage;
- b. The danger to life and property due to flooding or erosion damage;
- c. The susceptibility of the proposed development and its contents to flood damage and the effects of such damage on current and future owners;
- d. The importance of the services provided by the proposed development to the community;
- e. The necessity to the facility of a waterfront location, where applicable;
- f. The availability of alternative locations for the proposed development that is subject to lower risk of flooding or erosion;
- g. The compatibility of the proposed development with existing and anticipated development;
- h. The relationship of the proposed development to the comprehensive plan and floodplain management program for that area;
- i. The safety of access to the property in times of flooding for ordinary and emergency vehicles;
- j. The expected height, velocity, duration, rate of rise and debris and sediment transport of the floodwaters and the effects of wave action, if applicable, expected at the site; and
- k. The costs of providing governmental services during and after flood conditions, including maintenance and repair of public utilities and facilities such as sewer, gas, electrical and water systems, and streets and bridges.

(2) Upon consideration of the factors listed in subsection (c)(1) of this section and the purposes of article IV of this chapter, the board of appeals may attach such conditions to the granting of variances as it deems necessary to further the purposes of article IV of this chapter.

- (3) *Conditions for variances are as follows:* Variances shall only be issued upon all of the following:
- a. Submission by the applicant, of a showing of good and sufficient cause that the unique characteristics of the size, configuration, or topography of the site render any provision of article IV of this chapter or the elevation standards of the Florida Building Code inappropriate;
 - b. Determination by the board of appeals that:
 1. The variance is the minimum necessary, considering the flood hazard to afford relief.
 2. Failure to grant the variance would result in exceptional hardship due to the physical characteristics of the land that render the lot undevelopable; increased costs to satisfy the requirements or inconvenience do not constitute hardship. Exceptional hardship means the hardship associated with the land that would result from a failure to grant the requested variance. The community requires that the variance is exceptional, unusual, and peculiar to the property involved. Mere economic or financial hardship alone is not exceptional. Inconvenience, aesthetic considerations, physical handicaps, personal preferences, or the disapproval of one's neighbors likewise cannot, as a rule, qualify as an exceptional hardship. All of these problems can be resolved through other means without granting a variance, even if the alternative is more expensive, or requires the property owner to build elsewhere or put the parcel to a different use than originally intended; and
 3. Determination that the granting of a variance will not result in increased flood heights, additional threats to public safety or extraordinary public expense, create a nuisance, cause fraud on or victimization of the public, or conflict with existing local laws or ordinances.
 - c. Receipt of a signed statement by the applicant that the variance, if granted, shall be placed upon an instrument that will be recorded in the office of the clerk of the court in such a manner that it appears in the chain of title of the affected parcel of land; and
 - d. If the request is for a variance to allow construction of the lowest floor of a building, or substantial improvement of a building, below the required elevation, receipt and submission of a copy in the record of a written notice from the floodplain administrator to the applicant for the variance, specifying the difference between the base flood elevation and the proposed elevation of the lowest floor, stating that the cost of federal flood insurance will be commensurate with the increased risk resulting from the reduced flood elevation (up to amounts as high as \$25.00 for \$100.00 of insurance coverage), and stating that construction below the base flood elevation increases risks to life and property.

Section 3. That Section 16-112 of the Code of Ordinances, City of Naples, Florida, is hereby amended as follows with words ~~stricken~~ indicating deletions and underlined indicating additions:

Sec. 16-112. - Florida Building Code adopted; amendments.

- (a) There is hereby adopted by reference the Florida Building Code, Fifth Edition (2014), and any amendments to it as may be adopted from time to time pursuant to general law or regulations. The council hereby retains its authority to establish fees for all permitting under this Code.
- (b) Except as may be otherwise provided by law or elsewhere in this Code, the provisions of chapter 1 of the Florida Building Code, Administration, shall govern the administration and enforcement of the Florida Building Code, with the following amendments:

104.1 Demolition permits for contributing buildings.

- 1. Permits to demolish ~~of~~ or remove contributing buildings identified in the Naples Historic District Map appended to section 56-84(b)(1) of the Naples City Code shall not be issued until the expiration of 180 days from the date of the completed and accepted permit application in order to allow consideration of alternatives to demolition or removal. No work may be commenced or completed related to demolition or removal of structures including clearing, site preparation, and removal of landscaping on the subject property until after the effective date of the permit. Upon receipt of an application for a demolition permit for contributing buildings identified in section 56-84(b)(1) of the Naples City Code, the city manager shall provide written notice of sufficiency to the applicant and shall provide written notice to all property owners within 500 feet of the subject site. Failure to notify all property owners within 500 feet of the subject site shall not render the notification void.
- 2. This section does not apply to properties for which the building official or fire marshal has issued an order to demolish.

...

Section 4. That Text Amendment 17-T4 is approved to the extent provided herein.

Section 5. That if any word, phrase, clause, subsection or section of this ordinance is for any reason held unconstitutional, invalid, or ineffective, the same shall not affect the validity of any remaining portions of this ordinance. In such event, the pre-existing word, phrase, clause, subsection or section, shall be revived.

Section 6. That all sections or parts of sections of the Code of Ordinances, all ordinances or parts of ordinances, and all resolutions or parts of resolutions in conflict herewith, be and the same are hereby repealed to the extent of such conflict.

Ordinance 2017-14064

Page 7

Section 7. This ordinance shall take effect immediately upon adoption at second reading.

APPROVED AT FIRST READING THE 1ST DAY OF NOVEMBER, 2017.

PASSED AND ADOPTED AT SECOND READING AND PUBLIC HEARING IN OPEN AND REGULAR SESSION OF THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA THE 15TH DAY OF NOVEMBER, 2017.

Attest:

Patricia L. Rambosk
Patricia L. Rambosk, City Clerk

Bill Barnett
Bill Barnett, Mayor

Approved as to form and legality:

Robert D. Pritt
Robert D. Pritt, City Attorney

Date filed with City Clerk: 11-16-17

APPENDIX

V

Design Review Board

Stephen J. Hruby, AIA, LEED AP BD+C

Mitchell L. Norgart

Kristen Sena Petry, ASLA

John Vorbach

Fernando Zabala, NCARB, AIA



Stephen J. Hruby, AIA, LEED AP BD+C

Architect and Urban Planner

Key Qualifications

Mr. Stephen J. Hruby is a Founding Principal of Architects Unlimited, a 34-year old architectural, urban design and town-planning firm. Mr. Hruby has more than 40 years experience in architectural design, community revitalization and development consulting.

Mr. Hruby is nationally recognized for his work with affordable housing, mixed income communities and community revitalization. He has extensive experience with the public administration of large community revitalization programs which he has gained through more than 30 years of experience in master planning, mixed finance funding, program management, strategic capital planning and administration, zoning, and land use. He served as Director of Capital Improvements and Development for the housing agencies of Memphis, TN and Camden, NJ. He was a member of a U. S. Housing and Urban Redevelopment (HUD) Target Team established to improve the troubled housing agency in New Orleans, LA. Mr. Hruby developed the overall capital investment, community revitalization and affordable housing development strategies for the city to achieve HUD's goal of improving housing conditions in the city.

Mr. Hruby is noted for his residential, commercial and institutional design as well as his urban design and planning works. As Principal in Charge of Design for Architects Unlimited, he has designed numerous multi-family developments, high-end single-family residences, corporate centers and office and institutional buildings in Florida, New York and New Jersey. His designs have received awards and acknowledgements for their quality and contribution to the community. Mr. Hruby is also a LEED AP, BD+C and is committed to creating designs that are sustainable, energy efficient and effect the environment in a positive way.

Mr. Hruby is active in his local community and his profession. He is on the board of several non-profit organizations and committees in Naples Florida, where he has resided for the past 17 years. He was recently awarded the designation of Citizen Architect by the AIA Florida Southwest in recognition of his community service.

Education _____

B.A., Architecture, Pennsylvania State University
M.A., Architecture and Urban Design, Washington University

Professional Registrations and Memberships _____

American Institute of Architects (AIA)
AIA Florida Southwest
NCARB
Urban Land Institute
U.S. Green Building Council

Professional Registrations and Memberships _____

Registered Architect – State of New York
Registered Architect – State of New Jersey
Registered Architect – State of Pennsylvania
Registered Architect – State of Florida
LEED Accredited Professional – LEED AP BD+C

Organizations and Community Involvement _____

Member of Board of Directors of Naples Zoo
Chairman of Facilities Committee for Naples Zoo
President AIA Florida Southwest
Chairman of Collier County Affordable Housing Commission
Past Chairman ULI SW Florida Workforce Housing Committee

Recent Awards and Publications _____

Publication – Book
"100 Florida Architects and Interior Designers"
by: Damir Sinovic

AIA Design Honor Award
Ivey Lane Community Center, Orlando, FL

AIA Design Merit Award
Naples Academy of Ballet, Naples, FL

AIA Design Merit Award
E. B. Simmonds Corporate Center, Naples, FL

AIA Design Honor Award
Supportive Housing Prototype for South Florida

AIA Design Merit Award
Sustainable Housing Prototype for Florida Climate

Mitchell L. Norgart

2919 Regatta Drive, Naples, Florida 34103
(239) 404-7007
mlnorgart@gmail.com

Real Estate Broker and Dedicated Community leader

- Seasoned real estate broker with 26 years experience in Naples, Florida
- Extensive hands-on community leader with development/leadership experience and success – having raised nearly \$200 million through high net worth individuals and organizations for 501c3 non-profits and for profit organizations.
- Intense desire to spread the word espousing the benefits of planned growth through fair and thoughtful

PROFESSIONAL EXPERIENCE

Gulf Coast International Properties	2015- present
- Broker Associate	
South Shore Group, LLC, Naples, FL.	2007- 2015
- Broker / Managing Member	

Key Achievements:

- *Own and operate a fully licensed, boutique style real estate office specializing in high end luxury residential properties in Naples, Florida offering a concierge level of service to clients for purchase, sale and construction of new homes and condominiums.*
- *Provide income producing, real estate investment opportunities for high net worth individuals in Naples, Florida.*
- *Raise capital ranging from 500K to over \$10mm for real estate development projects including luxury residential properties, commercial buildings and entitled land.*

Westpoints Realty Group, LLC, Naples., Florida	2006 – 2007
Broker / President	

Key Achievements:

Raised over \$18 million in capital for property acquisition, development and disposition on behalf of individual and group investors.

Worked closely with high net worth clients managing investment properties in Collier, Glades and Hendry Counties, FL.

Premier Properties of SW Florida, Naples., Florida	2002 – 2006
---	-------------

Licensed Real Estate Broker

Key Achievements:

- *Consistently produced sales volume well over \$20million for four years. My keen sense of the marketplace along with a "hands on" approach gave clients the comfort level that allowed me to manage their real estate holdings from acquisition to disposition.*
- *By bringing several clients together in one investment it is here that I began to understand the value of pooled capital development. Raising funds for one common goal of profitability became my signature skill in the real estate investment and fund raising arena.*

Collier Enterprises, Naples, Florida
Real Estate Associate / Broker

1992 – 2002

Key Achievements: Top producing, award winning, Sales Associate with annual sales in \$17-23 million range.

Assisted Design Review Committee with home site placement, architectural and landscape planning for this first ever International Audubon Sanctuary golf course community.

I sold over 80% of the homes and lots in Collier's Reserve Country Club with a total over \$160million in real estate sales.

Over the course of nearly 11 years I won top producer sales awards through the Collier Building Industry Assoc. and Naples Area Board of Realtors.

Established long term relationships with high net worth clients, many who are patrons of the Philharmonic.

I represented Collier Enterprises and Collier's Reserve as a polished, highly competent real estate professional.

Waterfront Realty Group, Naples, Florida
Real Estate Associate

1989 – 1992

Key Achievements: Under the tutelage of the highly regarded broker, Tom Ouverson I quickly became a top producing real estate professional specializing in Port Royal, Aqualane Shores, Royal Harbor and the Naples beachfront. My sales volume exceeded \$12million annually for all three years. I honed my skills at working with high net worth individuals who expected meticulous service and an expansive knowledge of the luxury real estate market in Naples, FL.

Ritz-Carlton Hotels, Naples, Florida
National Sales Manager

1985 – 1989

Key Achievements: Top Producing National Sales Manager for all Ritz-Carlton Hotels nationwide in 1986. With over \$50 million in annual group bookings I exceeded all other sales managers by over \$10million.

Traveled extensively throughout the U.S. meeting with high level executives of Fortune 100 companies and convincing them to bring their executive conferences to the Ritz-Carlton, Naples.
I gained extensive experience in the art of dealing with high net worth individuals

EDUCATION

Bachelor of Science

University of South Florida, 1981, Degree in Sociology/Psychology

Florida Licensed Real Estate Broker

1997 to Present

Florida Licensed Realtor

1990-1997

COMMUNITY LEADERSHIP

- Gulf Coast Runners, President, 2009- Present
- Philharmonic League, Vice President 2009 – Present
- Naples Area Triathletes Vice President, 2009 - Present



Pergola, Inc.

Landscape in the full service tradition

Kristen Sena Petry, ASLA

PARTNER

Kristen Petry has 16 years of experience working on a variety of projects in the South West Florida region. She has a Master of Landscape Architecture degree and was associated with two landscape architectural firms before partnering with Jeff Petry, to form Pergola in 2001. Ms. Petry's project experience includes large scale shopping center planting and irrigation system design for such retailers as Target and Kohl's, Multi-Family landscape design for the Villas at Escalante in Old Naples and others, roadway planting, large scale residential estates detail design, community entry design and renovation, and community organization and church related landscape design.

PROJECT EXPERIENCE

Market Place Commons, Naples, FL

Shopping center planting and irrigation system design

Shelter for Abused Women, Naples, Florida

Detailed site layout including streetscape presentation for cottage cluster used by women in transition

Dairy Queen, City of Naples

Planting Plan, Planting and Irrigation Installation and Landscape Maintenance

Villas at Escalante, Old Naples, FL

Detailed site design for courtyards, swimming pool garden, botanical-style garden, pedestrian and vehicular entries.

Felican Bay Community Center, Naples, FL

Planting and Irrigation system design for the New Community Center

EDUCATION

Bachelor of Science Human Ecology, Cook College, Rutgers University, 1987

Master of Landscape Architecture, SUNY College of Environmental Science and Forestry, Syracuse, 1993

AWARDS AND HONORS

Paul Harris Fellow, 2010

District Rotarian of the Year, 2010

President Naples Gulfshore Rotary Club, 2010

Award of Honorable Mention, 1994 – The Key West AIDS Memorial Design

ASLA Chapter Service Award, 1994 and 1995

ASLA Design Awards Committee Service Award, 1995 and 1996

PROFESSIONAL EXPERIENCE

Pergola, Inc. Naples, FL
established 2001

Stephanie L. Fruchiger, FA, Bonita Springs, FL – Project Manager, 1995 to 2001

J. Richard Lieber, FA, Naples, FL - Project Designer, 1993 to 1995

PROFESSIONAL AFFILIATIONS

Grace Place for Children and Families, Inc. Board of Directors

Naples Gulfshore Rotary Club, 2006 to present

Consulting for Naples Shelter for Abused Women, 2006 to present

First United Methodist Church Leadership Council, 2012 - 2013

ASLA Naples/Fort Myers Section Vice Chair 1995 - 1997

The Naples Botanical Garden Board Member 1995- 1997

Kristen Sena Petry • R. Jeffrey Petry • (239) 434-7585
1323 11th Street North • Naples, Florida 34102

John Vorbach
3245 Regatta Road
Naples, FL 34103

4/8/2013

Jessica Rosenberg
Deputy City Clerk
Naples, Florida

Re: City of Naples Design Review Board

Dear Ms. Rosenberg,

You will find herewith my Resume and Application for membership to serve on the Design Review Board as a member at large. I have the interest and I believe that I have the experience to serve.

In addition to my more than ten years experience in the real estate field I also served on the Board of Adjustment and Zoning in the City of Belmar New Jersey. The main function of this Volunteer Board was to review applicant's requests for Zoning Variances and in public hearings rule on their acceptance or not. This required reviewing architectural plans and surveys comparing them to the Zoning ordinances, listening to expert testimony and comments from the public before making a ruling. As a member of this board I also participated on planning for the Downtown Redevelopment in which our architectural theme was a New England Seaport.

I also was instrumental in starting from the ground up Friends Of the Belmar Harbor Inc., an Educational Charity whose purpose is to teach children to sail. I served terms as corporate Secretary and Treasurer. This sailing program has received recognition as one of the best junior sailing programs in America from the United States Sailing Association. I had to work closely with the City and Parks department in running these programs.

As a local reference for confirmation of my background and experience is Mr. William Gray, retired head of Code enforcement for the City of Asbury Park, NJ and a Zoning officer in the City of Bradley Beach NJ. He can be reach at 239-260-1798.

Thank you for considering my application to serve.

John Vorbach

JOHN VORBACH

**3245 Regatta Road
Naples, Florida 34103
239-682-0700 (cell)**

... A conscientious and achievement-oriented professional with 25 years of highly visible, progressively responsible communications, organizational, motivational and leadership abilities. Presently, a Real Estate Sales Associate with Prudential Florida Realty in Naples Florida. Comprehensively trained and experienced with demonstrated achievements in the following:

MARKETING AND SALES

PROGRAM/PROJECT MANAGEMENT

BUSINESS AND SYSTEM ANALYSIS

MANAGEMENT AND ADMINISTRATION

CORPORATE CLIENT SERVICING

FINANCIAL ACCOUNTABILITY

... Capacity to direct and motivate others in meeting and exceeding organizational objectives. Characterized by associates and clients as attentive to meticulous detail as well as thorough and comprehensive follow-up. Backgrounds in domestic & international business, sales & marketing, information technology services, and commercial insurance an asset in relating to time-urgent, strict quality assurance environments.

... A consistent achiever with strong abilities in translating product/service features to client benefit and advantage. Responsible and responsive; willing to work hard to establish and maintain effectiveness.

PROFESSIONAL RECORD

Prudential Florida Realty Sales Associate	Naples, Florida 02/04 – Present
Prudential Zack Shore Properties Branch Manager	Belmar, New Jersey 10/04 – 05/07
Prudential Zack Shore Properties Sales Associate	Belmar, New Jersey 02/04 – 10/04
Coldwell Banker Residential Brokerage Sales Associate	Spring Lake/Wall, New Jersey 02/02 – 02/04
AT&T Labs Operations Management Analysis Group (assignment AT&T Consumer Email Marketing Task Force) Project Manager (assignment Technologies Unit of IP Networks Global Venture, Concert, AT&T / BT) Program Management	Middletown, New Jersey 04/01 – 02/02 10/99 – 04/01
AT&T (assignment Object Oriented - Client Server – National Sales & Order Entry Support System) Project Management (release manager) Business and System Analyst	Piscataway, New Jersey 10/98 – 10/99 10/97 – 10/98
AT&T (assignment New Development Project – incentive tracking system) Team Leader Business and System Analyst Data and Process Modeling with CASE Tool Excelerator II	Piscataway, New Jersey 12/96 – 10/97 12/96 – 10/97
Trecom Business Systems Inc. (assignment AT&T - Reengineering Project – True Rewards ®) Team Leader Business and System Analyst Data and Process Modeling with CASE Tool Excelerator II	Edison, New Jersey 8/96 - 12/96 10/95 - 12/96
Electronic Data Systems Corp. (assignments Bell Atlantic Mobile, NYNEX Cellular & Ameritech Cellular) Associate Systems Engineer Analysis and COBOL Programming	Bridgewater, New Jersey 1994 - 1995
John L. Vorbach Company Inc. (commercial insurance brokerage) Managing Partner - CEO / CFO Operations and Sales Manager Senior Account Representative Account Representative	New York, New York 1991 - 1993 1985 - 1991 1981 - 1985 1979 - 1981

EDUCATION

Master's Certificate - 2001	STEVENS INSTITUTE Project Management	AT&T School of Business
Diploma - 1994	THE CHUBB INSTITUTE Computer Programming:	Jersey City New Jersey
B.S. - 1979	SPRING HILL COLLEGE Major: Economics	Mobile, Alabama

Additional Educational Notes:

During my tenure at AT&T I successfully completed many seminars at the AT&T School of Business in Management, Coaching, Interpersonal skills, Negotiating, and Public Speaking. I also have a very broad and varied background, which has given me a wide range of experience.

CAREER SKILLS/ABILITIES

Comprehensively trained and experienced with demonstrated abilities in the following areas:

- development and implementation of strategic marketing campaigns
- program / project management, team leadership and motivation
- utilization of management information systems in corporate decision making
- promotions, presentations and public speaking
- interface with management, sales staff and end users
- documentation and writing of program specifications, procedures, and instructions
- employee orientation, training and development
- client servicing and organizational public relations
- research, selection and procurement
- accounting, billing, and invoicing
- sales forecasts, projections and trend analysis
- competitive product evaluation and price comparisons
- contract and documentation review
- financial planning/P&L responsibility
- cost controls and containment
- accounts receivable/payable and cash flow
- employee health benefits administration
- administration and implementation of corporate policies, procedures, and operations
- new corporate account development and target accounts
- coordination and negotiation with outside vendors and contractors for office materials, services and supplies
- recruitment, staffing and human resources planning

References, Credentials and Recommendations Available Upon Request



FERNANDO ZABALA



PRINCIPAL, NCARB, AIA

Education

Master builder degree in Architecture and Building technology, 1986
ENET #1, MDP BA Argentina
Bachelor of Science degree with a major in Architectural studies.

Master of Architecture, 1994
University of Mar del Plata UNMDP
MDP, BA, Argentina

Registrations

NCARB 117405
AIA 30207717
FL AR97419
Argentinean License CAPBA 14,536

Representative Projects

- Bha! Bha! Persian Bistro
- Alberto's on fifth
- Iberia Bank
- Royal Shell Realty Offices
- Conservancy of Southwest Florida

Board member of the Design Review Board of the City of Naples, since April 2015 to present

Zabala Erickson LLC.
1020 8th Ave. South, Suite 12, Naples, FL. 34102 .
WWW.ZELLC.US

PROFESSIONAL HISTORY AND EXPERIENCE

Zabala Erickson, LLC

fx@zellec.us
www.zellec.us
Naples, Florida
2009 -Current
Owner / Principal

Fernando Zabala has over 20 years of design experience gained from working in the United States and abroad. His experience in upscale residential, commercial and hospitality is substantial; working with highly specialized consultants in the most diverse sites and environments.

Fernando Zabala, LLC

Naples, Florida
November 2008- Present
Owner/ Principal

Business development, client contact, coordination with Interior Designers. Responsible for design, client contact, consultant coordination, detailing, zoning analysis, code analysis, updating project consultants and owners regarding project schedule and construction cost

Erickson Associates LLC.

Naples, Florida
November 2004 -November 2008
Senior Project Manager

Argentine Experience

Fernando worked as an Assistant Professor since 1990 through 1999 in "Architectonic Design" and "Visual Communication". He was also member of a research group from 1994 through 1999 in "Signs and meanings" all these activities performed at the UNMDP in Mar del Plata, Argentina. He also was principal of his private practice from 1991 through 2001.

AA26002051
ph (239)692-8245
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APPENDIX

W

APPENDIX

W

Design Review Guidelines

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Naples Historic Preservation Program Design Review Guidelines
For Modification to Historic Buildings
IN or OUT of the Naples Historic District & for
New Construction with Broad Visual Integrity

THIS PROJECT DOES NOT INFRINGE ON PROPERTY RIGHTS.

DEFINITIONS

Historic District: A significant concentration of sites, buildings, structures, and objects united historically or aesthetically by plan or physical development. Historic districts change over time and are not meant to be frozen in time like museum pieces.

“Districts can include diverse resources that represent the area's development over time. A commercial or residential area, for example, may form a unified whole, but have resources built in a variety of styles over a long period of time.”
Source: https://www.nps.gov/nr/publications/bulletins/nrb22/nrb22_VIII.htm

Historic Structures: Historic structures—or resources—are the buildings, objects, sites, and structures that have historic integrity, are significant to a community, and have reached 50 years in age (in general).

Contributing Structures: Contributing structures—or resources—are the sites, buildings, structures, and objects that played a role or, more simply, **existed** at the time the Naples Historic District Landmark came into existence (1987). In some instances, structures that are compatible with the architecture of that period, but **were built outside of the period of significance** of the district, will also be contributing.

Non-contributing Structures: Non-contributing structures—or resources—are the sites, buildings, structures, and objects that **did not exist** at the time the Naples Historic District Landmark came into existence (1987) or it is that which lost historic integrity.

<https://www.nps.gov/nhl/apply/glossary.htm#ContributingResources>

New Construction in the Vernacular: Vernacular refers to an architectural style that gently reflects a community's history.

DIRECTIONS

Historic districts are not museum pieces frozen in time. *Changes to properties located in historic districts are inevitable*¹. Naples, as has been pointed out, is a vastly unique market in Florida with its unique challenges to historic preservation. Knowing about design options that are not prescriptive is critical to preventing tear-downs.

Since this historic preservation program does not request or commit federal or state dollars for any residential modification effort, design plan review may focus on the exterior only; the interior is not subject for review when no federal dollars are involved. This was confirmed by Ruben Acosta, SHPO, at the Naples Historic District Symposium on January 12, 2017.

The State Historic Preservation Office consults the National Register's criteria for evaluation for the modification of historic structures. The primary review components are Age, Significance and Integrity. The Naples Historic District list of contributing structures includes houses that already reflect age, significance and integrity; that is because these houses have received approvals at the state and federal levels.

Florida Building Code (FBC) refers to the Secretary of the Interior for the evaluation of a modification plan to an historic structure. It says modifications, "...shall be guided by the recommended approaches in rehabilitation set forth in the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, Appendix B".

Naples' Design Review Guidelines & Recommendations²: The DRB is not required to memorize a haunting, prescriptive list of mandates in order to evaluate design plan modifications. Other communities with long histories of rigid regulatory measures or that have preservation fully embedded in their social, institutional, or cultural fabrics may do so, but it is not required.

Before examining the Guidelines, consider the following:

...from the 1966 Historic Preservation Act:

"The Criteria for Evaluation...were written to offer broad guidance based on the practical and philosophical intent of the 1966 (Historic Preservation) Act," an Act intended to govern how Federal dollars are used in preservation projects. They are advisory, not regulatory.

...from the Secretary of the Interior's Standards:

"The Standards are neither technical nor prescriptive, but are intended to promote responsible preservation practices that help protect our Nation's irreplaceable cultural resources. For example, they cannot, in and of themselves,

¹ This sentence was extracted from the City of West Palm Beach's website:

<http://wpb.org/Departments/Development-Services/Historic-Preservation/Home/Additions-in-a-Historic-District>

² Appendices W: Naples' Design Review Guidelines.

be used to make essential decisions about which features of the historic building should be saved and which can be changed.”³

...from SHPO:

“You may exercise broad interpretations of the ten standards as applied by the local review board judgment. Exterior application only is acceptable.”⁴

While Naples’ guidelines are not prescriptive, the review process will include demonstrable subject areas for presentation and debate. This review will take place after a formal homeowner team presentation to the DRB and will be based on intellectual dialogue that considers the house in question and, among other things, its relationship to its neighbors and other houses within the District. The Design Review Application will facilitate the process.

1987 NATIONAL REGISTER APPLICATION NARRATIVE

→→The updated National Register Narrative for 2017 follows this section.

The earliest buildings in the district are simple, frame vernacular cottages which exhibit small hints of Queen Anne and Stick style influences. The Haldeman House, located on the beach at Twelfth Avenue South, is typical of these buildings. The house features a long, single side plan with steeply pitched roofs. The gable ends contain turned spindle work and shingled areas. Verandas (**Photo A**) extend around the house for shade and cooling. Other buildings display board and batten exteriors, such as those at, 53 Broad, and 60 12th Avenues.

Buildings inspired by the Colonial Revival (**Photo B**) style are also found in the district. The Colonial Revival style developed in America after the turn of the century as a conservative trend associated with the east coast. The style involved the revival of architectural forms from the American Colonial period. Various elements from the Adams, Federal and Georgian styles were combined to create a new style which became popularized by mail order plans and home magazines. In Naples, Colonial Revival buildings are usually three-bay, two-story structures with horizontal wood siding. The buildings at 88 Broad, 15 11th, and 287 11th Avenue are Colonial Revival in inspiration.

The predominant architectural style in the district is the Bungalow (**Photo C**). The bungalow was a popular style in American residential development during the first part of this century. Several type of bungalows can be identified in the district. The most common bungalow includes a gable parallel to the street and incorporates a shed dormer, often with multi-light casement windows. A veranda or porch is inset under the main roof and is supported by tapered posts. Examples of this type are found at 107 Broad, 110 Broad, 180 Broad, 187 Broad, 245 Broad, 157 11th, and 205 11th.

³ Source: <https://www.nps.gov/tps/standards/four-treatments/treatment-guidelines.pdf>

⁴ Ruben Acosta, Survey & Registration Supervisor, Florida Department of Historical Resources, Naples Historic District Symposium, January 12, 2017.

Another type of bungalow found in the district is characterized by a front-facing gable roof (**Photo D**). One or more gables project from the facade over an open porch which is set to one side. These buildings have a narrow plan with a living-dining room combination and kitchen on one half with the bedrooms and bath on the other. Decorative treatment ranges from simple brackets and open eaves to elaborate bargeboards, complex brackets and open lintel systems. A jerkin head roof was also identified. Brick chimneys are characteristic of this type, located on the exterior with small windows flanking the chimney. Examples of this type of bungalow include 44 11th, 210 11th, 223 11th, 230 11th, 244 11th and 256 11th.

Bungalows with a gable placed parallel to the street were also found with a cross gable projecting from the facade of the building over an open porch. This type is almost square in plan with an exterior chimney and exposed brackets. Examples of this variation found at 207 Broad, 239 Broad, 123 11th, and 231 11th.

Another revival style that is unusually infrequent in Naples is the Mediterranean Revival (**Photo E**). This style generally refers to architectural elements borrowed from the countries surrounding the Mediterranean Sea. It became popular in the late 1910's as part of increased interest in historical styles and elements. In Florida, the style attained widespread popularity through promotional real estate developments, especially during the boom of 1925-26. While the style would be expected to predominate in a platted, speculative development such as Naples, it does not. Naples was developed much earlier than the popularization of the Mediterranean Revival style and most of its historic buildings pre-date the 1925-26 real estate boom, some by several decades.

Two commercial buildings are located in the district: the Mercantile Building at 1177 Third and the Naples Company Building at 1148 Third. The Mercantile Building, now restored, is a masonry vernacular (**Photo F**) building with a capped parapet and niche with wrought iron balconies. The Naples Building was built in 1922 to serve as offices for the land company. The masonry vernacular building displays a jerkin head gambrel roof (**Photo G**) unique to the district. The building has been significantly altered through a one-story shingled addition.

For purposes of the National Register nomination, all buildings that are over fifty years of age are considered contributing. Non-contributing buildings date from the period 1940-60. These buildings were built by the Naples Company, the original development concern, and include several concrete block ranch style homes and apartment buildings. The non-contributing structures do not detract from the overall physical integrity of the district as they are similar in height, scale and massing to the contributing buildings.

The buildings located within the district are in excellent, well-maintained condition. The integrity of the district faces development threats from commercial encroachment and insensitive remodeling of residential structures. The commercial core of the old section is an anomaly to the area, yet the scale and well-defined borders provide a convenient, urban content to the area, as well as maintain the integrity of the historical development pattern which included a pier surrounded by houses and a small commercial area.

The district was delineated as a result of an historic and architectural survey sponsored by the City of Naples. The survey involved the systematic location, identification and evaluation of structures dating to the historic period, generally relating to development prior to 1930. Field analysis, historic research and photography were employed to identify the district and delineate its boundaries.

2017 NATIONAL REGISTER APPLICATION NARRATIVE (ADDITIONAL DOCUMENTATION)

SUMMARY DESCRIPTION

The Naples Historic District was listed on the National Register of Historic Places December 17, 1987. This new additional documentation revises the contributing resource count within the existing boundaries of the district, updates details for the architectural description of the district, extends the period of significance to 1964, and expands the statement of significance.

The Historic District maintains architectural continuity from 1937 through to 1964. This period completes the filling-in of the original 1885 plat of Naples with similar single-family cottages as the period prior to World War II. The majority of houses constructed between 1937 and 1964 are in the Frame Vernacular style, which utilizes local materials and vernacular architectural elements such as a variety wood siding, large porches, front and side gable roofs, a variety of roof dormers, and various types of wood windows and shutters. Other architectural types and styles include late examples of the craftsman style bungalow and early examples of post-war minimal traditional and ranch house. Also identified in this update are secondary buildings on the properties-guesthouses, garages, carriage houses, and so on.

NARRATIVE DESCRIPTION

By 1960, the area encompassing the Naples Historic District was essentially filled in, with the remaining empty plots occupied by either new construction or the relocation of existing cottages. New construction followed a similar pattern to development before 1940, with the construction of vacation cottages and subsidiary guesthouses or garages on large plots of land. The majority of these houses were constructed in the Frame Vernacular style, although there were also examples of craftsman-style bungalows and minimal traditional houses as well. Hurricane Donna in 1960 ended the period of individual home construction and created opportunities for the construction of multi-family condominiums and motels. The destruction of the Naples Hotel in 1964 marks the end of the period of significance.

As part of this update, several houses' architectural styles have been reclassified. See the following list of contributing and non-contributing resources for the current classification.

Updated Architectural Descriptions

Frame Vernacular

The most common architectural style within the Historic District is Frame Vernacular, with 31 out of 65 contributing properties exhibiting this style. According to Joie Wilson, author of *Dream Houses: Historic Beach Homes and Cottages of Naples*, houses exhibiting the Frame

Vernacular lack distinct high-style elements but instead combine various building traditions that are adapted to the materials and climate of Naples. This includes the use of native pine and other woods for the frame and finishes of the houses, and tabby (a form of concrete made from burnt seashells) for foundations. Characteristic elements include deep porches, wide eaves, high ceilings, front and side gable roofs of varying pitches and materials (including wood and asphalt shingles), wood shutters, and a variety of wood siding such as vertical board and batten and horizontal lap siding. Houses could be simple in plan with minimal complexity to larger, rambling cottages that were modified over time. Some of the earlier Frame Vernacular houses exhibit the influence of earlier Queen Anne (**Photo H**) or Shingle styles, but these are rare and limited in scope.

The 1987 nomination for the Naples Historic District indicated that the Haldeman House at 60, 12th Avenue (built 1886) was the best example of the Frame Vernacular in the district. However, this house was relocated to Bonita Springs, 15 north of Naples, in 2006 to allow the redevelopment of the lot. The house was substantively modified after its relocation and no longer retains sufficient historic integrity for individual designation.

Minimal Traditional

The Minimal Traditional style developed in the 1930 and became widespread after World War II as a result of federal government incentives for home construction and buying. Minimal Traditional houses are typically small in size and compact in massing, and may be rectangular in plan or have a small, front gabled wing on the façade. Roofs can vary in pitch but commonly lack wide eaves. These houses can have various applied ornament that references a variety of revival styles such as colonial or Mediterranean, but the ornament is limited in scope. Three contributing homes were identified in this style: 241 10th Ave S and 255 10th Ave S. (**Photo I**)

Ranch

Ranch Style homes developed in California as early as the mid-1930s, but exploded in popularity in the 1950s as part of the post-war residential building boom fueled by growing families, suburbanization, and federal subsidies for home ownership. Ranch homes are typically one story homes with broad, low sloped roofs that create a strong horizontal emphasis. The interior plans can be rambling. Windows can vary, but there is often a large picture window or bank of windows lighting the living room. Many ranch houses incorporate a garage into the building, rather than having a detached garage like earlier homes. One ranch house was constructed within the district during the period of significance: 955 Gulf Shore Blvd.

Guesthouses and Garages

Residents from the earliest period of Naples' history constructed additional structures on the large lots provided by 1885 plan of the city, including carriage houses, servant's quarters, guesthouses, and later, garages. These buildings were often in the same architectural style as the main building on the property; otherwise they were often constructed in the frame vernacular style.

Garages are currently the most common subsidiary building in the historic district. These buildings are typically small, rectangular one story buildings with gabled roofs. The majority of the garages identified as contributing to the district were constructed at the same time as the

main building on the property and match the main building's architectural style. The earliest garages in the district may have been initially constructed as carriage houses or servant's quarters and then modified at a later date to accommodate automobiles. Garages constructed in the 1920s and later most likely were purpose built for automobiles, especially after the completion of the Tamiami Trail to Naples in 1928.

Twelve contributing properties feature one or more guesthouses on the same parcel. Guesthouses are single story, gabled buildings with relatively simple plans that are smaller in size to the main building on the property but often share the same architectural style. These houses were often constructed for the property owner's friends or family that would travel to visit during the vacation season. The earliest guest houses may have also served as servant's or caretaker's quarters, but have since been modified.

Naples Pier

The Naples Pier was constructed in 1888 as part of the original development of Naples and was one of the first buildings constructed by the Naples Company. It formed one end of a cross-axis established by the 1885 plan of Naples that extended between the gulf shore and the Gordon River, where another pier was located. The Naples Hotel (demolished 1964) was located between the two piers at 12th Avenue and Gordon Drive.

The Pier is constructed of concrete trestles supporting a wood deck. Five rectangular wood pavilions with hip and gable shingle roofs are located along the pier: two pavilions parallel to the pier on the shore, two pavilions parallel to the pier half-way down the length of the structure, and one pavilion perpendicular to the pier at the end of the structure. Recently, the landward and central pavilions were clad in vinyl siding, lowering their integrity.

The current pier is a 2015 reconstruction, where the wood decking and railings were replaced. Due to the effects of seawater upon the original wood materials, fires, and destruction by hurricanes, the city of Naples has periodically replaced the pier. Previous replacements occurred in 1911, 1926, 1944, 1960, and 1995-96. The current design of the pier dates to the reconstruction following Hurricane Donna in 1960.

The original 1888 pier was a wood trestle t-shaped in plan and 600 feet long. The pier was lengthened to 700 feet in 1911 and reconfigured to end in a Y-shape. This pier was reconstructed in 1926 following a hurricane. After the 1944 hurricane, the pier was rebuilt not as a utilitarian structure for offloading ships but a recreational structure for fishing. The 1944-1960 pier did not feature the multiple pavilions but instead a frame vernacular store building was located halfway down the pier. The boardwalk passed through the building, allowing access to the end of the pier. All piers were constructed of wood trestles supporting a wood deck with wood railings.

Modifications and Integrity (Photo J)

Houses in the historic district have a long history of modification over time. Many houses have both historic and non-historic additions and alterations. The most common modification is the enclosure of porches by installing a variety of window types, including casement and double-hung sash. These alterations are often associated with the introduction of air conditioning. Cottages also feature rear additions or the construction of pop-ups to provide more interior

space. Modern, non-historic alterations include the construction of pools and decks, additions that connect historic homes to their guesthouse or garage, the replacement of historic siding, and the replacement of windows.

Overall, the district retains a high level of integrity. Exterior modifications often match the property's established architectural style. Additions are often located to the rear of the property or are hidden by extensive vegetation, limiting their visual impact upon the public façade. However, extensive non-compatible modifications to several historic homes endanger their contributing status. Additionally, the integrity of the district is threatened by the demolition of historic homes and the construction of buildings that ignore the historic size, massing, setback, and architectural style of the historic district.

PRESERVATION APPROACHES

Identify, Retain, Preserve (Photo K)--Preservation applies the measures necessary to sustain the existing form, integrity, and materials of a historic property. Preservation work generally focuses on the ongoing maintenance and repair of historic features and materials rather than extensive replacement and new construction.

Protect, Maintain, Rehabilitate (Photo L)--Rehabilitation adapts a property for a compatible use through repair, alteration, and addition while preserving those portions or features that convey its historical, cultural, or architectural values.

Repair, Restore (Photo M)--Restoration accurately depicts the form, materials, features, and character of a property as it appeared at a particular period in time. Restoration retains as much of the fabric from the historic period as possible. Inconsistent features may be removed and missing features faithfully reconstructed in accordance with the restoration period.

Repair with Alternations & Additions--Alterations may include providing additional parking space on an existing historic building site, cutting new entrances or windows on secondary elevations, inserting an additional floor, installing an entirely new mechanical system, or creating an atrium or light well. Alternation may also include the selective removal of buildings or other features of the environment or building site that are intrusive and therefore detract from the overall historic character.

The construction of an exterior addition may seem to be essential for the new use...and if it is judged to be the only viable alternative, it should be designed and constructed to be clearly different from the historic building so that the character-defining features are not radically changed, obscured, damaged, or destroyed.

Replace, Reconstruct (Photo N)--Reconstruction depicts, with new construction, the form, materials, features, and character of a property that no longer exists, as it appeared at a particular period of time, usually in its historic location.

Reconstruction is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

NATIONAL REGISTER GUIDELINES

(Extrapolated from Bulletin, *How to Apply the NR Criteria for Evaluation*)

The Criteria for Evaluation were written to offer broad guidance based on the practical and philosophical intent of the 1966 (Historic Preservation) Act, an Act intended to govern how Federal dollars are used in preservation projects. They are advisory, not regulatory.

Historic houses IN the Naples Historic District already reflect age, significance and integrity. Modification of an historic structure should focus on maintaining integrity.

Age

- 50 years +
- Fragile and Short-lived Resources (less than 50 years, but with demonstrated significance and integrity)

Significance

Determine what physical features the property should possess in order for it to reflect the significance of the historic context.

Integrity

Historic Districts

For a district to retain integrity as a whole, the majority of the components that make up the district's historic character must possess integrity even if they are individually undistinguished.

Integrity is the ability of a property to convey its significance.

The evaluation of integrity is sometimes a subjective judgment, but it must always be grounded in an understanding of a property's physical features and how they relate to its significance.

Historic properties either retain integrity (this is, convey their significance) or they do not. Within the concept of integrity, the National Register criteria recognizes seven aspects or qualities that, in various combinations, define integrity.

To retain historic integrity a property will always possess several, and usually most, of the aspects. The retention of specific aspects of integrity is paramount

for a property to convey its significance. Determining which of these aspects are most important to a particular property requires knowing why, where, and when the property is significant.

Location

Location is the place where the historic property was constructed or the place where the historic event took place. Integrity of location refers to whether the property has been moved or relocated since its construction. A property is considered to have integrity of location if it was moved before or during its period of significance. Relocation of an aid during its active career if the move enhanced or continued its function is not a significant loss of integrity. For example, in 1877, the 1855-built Point Bonita Light was relocated from a high bluff to a rocky promontory to improve its visibility to mariners. Aids to navigation relocated to serve new purposes after being decommissioned suffer a serious loss of integrity of location, but are not automatically precluded from listing.

Design

Design is the composition of elements that constitute the form, plan, space, structure, and style of a property. But properties change through time. Lighthouses may be raised or shortened; buildings may be added or removed from a light station; sound signal equipment and optics may change to reflect advancing technology. Changes made to continue the function of the aid during its career may acquire significance in their own right. These changes do not necessarily constitute a loss of integrity of design.

Setting

Setting is the physical environment of a historic property that illustrates the character of the place. Integrity of setting remains when the surroundings of an aid to navigation have not been subjected to radical change. Integrity of setting of an isolated lighthouse would be compromised, for example, if it were now completely surrounded by modern development.

Materials

Materials are the physical elements combined in a particular pattern or configuration to form the aid during a period in the past. Integrity of materials determines whether or not an authentic historic resource still exists. *Reference the Four Approaches to Preservation, which include National Register language and that from the Secretary of the Interior.*

Workmanship

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period of history. Workmanship is important because it can furnish evidence of the technology of the craft, illustrate the aesthetic

principles of a historic period, and reveal individual, local, regional, or national applications of both technological practices and aesthetic principles.

Feeling

Feeling is the quality that a historic property has in evoking the aesthetic or historic sense of a past period of time. Although it is itself intangible, feeling is dependent upon the aid's significant physical characteristics that convey its historic qualities.

Association

Association is the direct link between a property and the event or person for which the property is significant. A period appearance or setting for a historic aid to navigation is desirable; integrity of setting, location, design, workmanship, materials, and feeling combine to convey integrity of association.

10 STANDARDS OF THE SECRETARY OF THE INTERIOR

"The Standards are neither technical nor prescriptive, but are intended to promote responsible preservation practices that help protect our Nation's irreplaceable cultural resources. For example, they cannot, in and of themselves, be used to make essential decisions about which features of the historic building should be saved and which can be changed."

Source: The Secretary of the Interior's Standards
<https://www.nps.gov/tps/standards/four-treatments/treatment-guidelines.pdf>

"You may exercise broad interpretations of the ten standards as applied by the local review board judgment. Exterior application only is acceptable."

Source: Ruben Acosta, Survey & Registration Supervisor, Florida Department of Historical Resources, Naples Historic District Symposium, January 12, 2017.

1. Use for its historic purpose
2. Retention of Distinguishing Architectural Characteristics
3. Recognition of Historic Period
4. Property changes that have acquired significance shall be retained
5. Distinctive features shall be preserved
6. Repair before replace
7. Surface cleaning shall be gentle
8. Archeological resources affected by a project should be preserved
9. Compatible Design for New Alterations and Additions
10. New additions should not impair form and integrity

FLORIDA BUILDING CODE, CHAPTER 12

...defines historic character as the essential quality of an historic building or space that provides its significance. The character might be determined by the historic background,

including association with a significant event or person, the architecture of design, or the contents or elements and finishes of the building or space.

Florida Building Code requests the Secretary of the Interior’s Guidelines for Rehabilitation, Appendix B, be considered for modification to historic structures. That is included in this Design Review Guidelines section.

NEW CONSTRUCTION with BROAD VISUAL INTEGRITY (Photo O)

New construction that adds to the broad visual integrity of the Naples Historic District and keeps a house listed in the National Register as a contributing resource is acceptable if managed well.

“New construction should complement historic architecture. Through sound planning and design, it can respect and reinforce the existing patterns of development in the local historic preservation zoning districts. Successful infill design does not have to imitate demolished or existing buildings to be successful.

Rather, it picks up significant themes such as height, materials, roof form, massing, setbacks, and the rhythm of openings to ensure that a new building blends with its context.” St. Augustine, FL, Historic Preservation Guidelines, pg. 116.

New construction, if handled appropriately, can add to the cultural significance of a District by virtue of its visual integrity, and while it may not be considered a historic structure in itself, it can be considered a contributing resource to the neighborhood as a whole. Naples Historical Society, 2016.

The following Secretary of the Interior Standards comprise the recommended guidelines for new construction in the Naples Historic District (same as St. Augustine):

1. Retention (REFLECTION) of Distinguishing Architectural Characteristics
2. Recognition of Historic Period
3. Compatible Design for New Alterations and Additions

LOCAL STANDARD CONSIDERATIONS: These preservation components MAY serve as examples for the broad visual integrity of the District; they are not prescriptive.

Photos P-AA

- P. Window and door casing, trim
- Q. Awning type shutters for ventilation and privacy

- R. Pier foundations (main floor elevated above the ground)
- S. Lapped siding
- T. Vertical board and batten siding
- U. Roof types: Hipped, Gable, Shed
- V. Gable end vents
- W. Roof dormers
- X. Single or double-hung windows with optional transom windows
- Y. Narrow fascias at the roof overhang
- Z. Exposed rafter tails at soffit overhangs
- AA. ½ round gutters

Photo A: Veranda



W-14

Photo B: Colonial Revival



215 10th Avenue South

Photo C: Bungalow



107 Broad Avenue South

W-15

Photo D: Front-facing gable roof



137 12th Ave South

Photo E: Mediterranean Revival



186 11th Avenue South

Photo F: Masonry Vernacular



Photo G: Jerkin head Gambrel Roof



W-17

Photo H: Frame Vernacular/Queen Anne



Florida Trust for Historic Preservation HQ

Photo I: Minimal Traditional



241 10th Avenue South

W-18



255 10th Avenue South

Photo J: Modifications with Integrity



53 Broad Avenue South

W-19

Photo K: Identify, Retain, Preserve



137 12th Avenue South, Historic Palm Cottage

Photo L: Protect, Maintain, Rehabilitate



40 9th Avenue South

W-28

Photo M: Repair, Restore



245 Broad Avenue South

Photo N: Replace



The Naples Pier

W-21

Photo O: New Construction with Broad Visual Integrity



95 10th Ave South

Photo P: Window and door casing trim



255 10th Avenue South

W. 22

Photo Q: Awning type shutters for ventilation and privacy



92 10th Avenue South

Photo R: Pier foundations (main floor elevated above the ground)



1st floor elevated

W-23

Photo S: Lapped siding



Photo T: Vertical board and batten siding



244 11th Avenue South

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Photos U1, U2, U3: Roof types--Hipped, Gable, Shed



HIPPED: 132 10th Avenue South



GABLE: 99 11th Avenue South

W-25



SHED: 241 10th Avenue South

Photo V: Gable end vents



273 10th Avenue South

Photo W: Roof Dormers



107 Broad Avenue South

Photo X1, X2, X3--Single or double hung windows with optional transom windows



Single hung

W-27



Double hung



Transom

Photo Y: Narrow fascias at the roof overhang



Photo Z: Exposed rafter tails at soffit overhangs



one rafter tail design

Photo AA: 1/2 round gutters



REMOVAL OF A PROPERTY FROM THE NATIONAL REGISTER OF HISTORIC PLACES

Sec. 60.15 Removing properties from the National Register.

(a) Grounds for removing properties from the National Register are as follows:

- (1) The property has ceased to meet the criteria for listing in the National Register because the qualities which caused it to be originally listed have been lost or destroyed, or such qualities were lost subsequent to nomination and prior to listing;
- (2) Additional information shows that the property does not meet the National Register criteria for evaluation;
- (3) Error in professional judgement as to whether the property meets the criteria for evaluation; or
- (4) Prejudicial procedural error in the nomination or listing process. Properties

W-29

removed from the National Register for procedural error shall be reconsidered for listing by the Keeper after correction of the error or errors by the State Historic Preservation Officer, Federal Preservation Officer, person or local government which originally nominated the property, or by the Keeper, as appropriate. The procedures set forth for nominations shall be followed in such reconsiderations. Any property or district removed from the National Register for procedural deficiencies in the nomination and/or listing process shall automatically be considered eligible for inclusion in the National Register without further action and will be published as such in the Federal Register.

<https://www.nps.gov/nr/regulations.htm#6015>

**SECRETARY OF THE INTERIOR'S APPENDIX B
FOLLOWS THIS SECTION**

APPENDIX

X

APPENDIX B
STANDARD FOR REHABILITATION

**THE SECRETARY OF THE INTERIOR'S STANDARDS FOR
REHABILITATION AND GUIDELINES FOR REHABILITATING
HISTORIC BUILDINGS**

**U.S. Department of the Interior
National Park Service
Preservation Assistance Division
Washington, D.C.**

For sale by the U.S. Government Printing Office
Superintendent of Documents, Mail Stop: SSOP, Washington, DC 20402-3329

For additional information about historic building rehabilitation and Florida's state historic preservation program, please contact the Department of State's Bureau of Historic Preservation.

Bureau of Historic Preservation
R.A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399-0250
Telephone: (850) 245-6333
FAX: (850) 245-6437

INTRODUCTION

The Secretary of the Interior is responsible for establishing standards for all programs under Departmental authority and for advising Federal agencies on the preservation of historic properties listed or eligible for listing in the National Register of Historic Places. In partial fulfillment of this responsibility, the Secretary of the Interior's Standards for Historic Preservation Projects have been developed to guide work undertaken on historic buildings – there are separate standards for acquisition, protection, stabilization, preservation, rehabilitation, restoration, and reconstruction. The Standards for Rehabilitation (codified in 36 CFR 67) comprise that section of the overall preservation project standards and addresses the most prevalent treatment. "Rehabilitation" is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

Initially developed by the Secretary of the Interior to determine the appropriateness of proposed project work on registered properties within the Historic Preservation Fund grant-in-aid program, the Standards for Rehabilitation have been widely used over the years – particularly to determine if a rehabilitation qualifies as a Certified Rehabilitation for Federal tax purposes. In addition, the Standards have guided Federal agencies in carrying out their historic preservation, responsibilities for properties in Federal ownership or control; and State and local officials in reviewing both Federal and nonfederal rehabilitation proposals. They have also been adopted by historic district and planning commissions across the country.

The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. They also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction. To be certified for Federal tax purposes, a rehabilitation project must be determined by the Secretary to be consistent with the historic character of the structure(s), and where applicable, the district in which it is located.

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

- (1) A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- (2) The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- (3) Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- (4) Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- (5) Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
- (6) Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- (7) Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- (8) Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- (9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- (10) New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

As stated in the definition, the treatment "rehabilitation" assumes that at least some repair or alteration of the historic building will be needed in order to provide for an efficient contemporary use; however, these repairs and alterations must not damage or destroy materials, features or finishes that are important in defining the building's historic character. For example, certain treatments – if improperly applied – may cause accelerated physical deterioration of historic buildings. This can include using improper repointing or exterior masonry cleaning techniques, or introducing insulation that damages historic fabric. In almost all of these situations, use of these materials and treatments will result in a project that does not meet the Standards. Similarly, exterior additions that duplicate the form, material, and detailing of the structure to the extent that they compromise the historic character of the structure will fail to meet the Standards.

Technical Guidance Publications

The National Park Service, U.S. Department of the Interior, conducts a variety of activities to guide Federal agencies, States, and the general public in historic preservation project work. In addition to establishing standards and guidelines, the Service develops, publishes, and distributes technical information on appropriate preservation treatments, including Preservation Briefs, case studies, and Preservation Tech Notes.

A Catalog of Historic Publications with stock numbers, prices, and ordering information may be obtained by writing: Preservation Assistance Division, Technical Preservation Services, P.O. Box 37127, Washington, DC 20013-7127.

GUIDELINES FOR REHABILITATING HISTORIC BUILDINGS

The Guidelines were initially developed in 1977 to help property owners, developers, and Federal managers apply the Secretary of the Interior's "Standards for Rehabilitation" during the project planning stage by providing general design and technical recommendations. Unlike the Standards, the guidelines are not codified as program requirements. Together with the "Standards for Rehabilitation" they provide a model process for owners, developers, and Federal agency managers to follow.

It should be noted at the outset that the Guidelines are intended to assist in applying the Standards to projects generally; consequently, they are not meant to give case-specific advice or address exceptions or rare instances. For example, they cannot tell an owner or developer which features of their own historic building are important in defining the historic character and must be preserved – although examples are provided in each section – or which features could be altered, if necessary, for the new use. This kind of careful case-by-case decision making is best accomplished by seeking assistance from qualified historic preservation professionals in the planning stage of the project. Such professionals include architects, architectural historians, historians, archaeologists, and others who are skilled in the preservation, rehabilitation, and restoration of historic properties.

The Guidelines pertain to historic buildings of all sizes, materials; occupancy, and construction types; and apply to interior and exterior work as well as new exterior additions. Those approaches, treatments, and techniques that are consistent with the Secretary of the Interior's "Standards for Rehabilitation" are listed in the "Recommended" column on the left; those approaches, treatments, and techniques which could adversely affect a building's historic character are listed in the "Not Recommended" column on the right.

To provide clear and consistent guidance for owners, developers, and federal agency managers to follow, the "Recommended" courses of action in each section are listed in order of historic preservation concerns so that a rehabilitation project may be successfully planned and complete – one that, first, assures the preservation of a building's important or "character-defining" architectural materials and features and, second, makes possible an efficient contemporary use. Rehabilitation guidance in each section begins with protection and maintenance, that work which should be maximized in every project to enhance overall preservation goals. Next, where some deterioration is present, repair of the building's historic materials and features is recommended. Finally, when deterioration is so extensive that repair is not possible, the most problematic area of work is considered: replacement of historic materials and features with new materials.

To further guide the owner and developer in planning a successful rehabilitation project, those complex design issues dealing with new use requirements such as alterations and additions are highlighted at the end of each section to underscore the need for particular sensitivity in these areas.

Identify, Retain, and Preserve

The guidance that is basic to the treatment of all historic buildings – identifying, retaining, and preserving the form and detailing of those architectural materials and features that are important in defining the historic character – is always listed first in the "Recommended" column. The parallel "Not Recommended" column lists the types of actions that are most apt to cause the diminution or even loss of the building's historic character. It should be remembered, however, that such loss of character is just as often caused by the cumulative effect of a series of actions that would seem to be minor interventions. Thus, the guidance in all of the "Not Recommended" columns must be viewed in that larger context, e.g., for the total impact on a historic building.

Protect and Maintain

After identifying those materials and features that are important and must be retained in the process of rehabilitation work, then protecting and maintaining them are addressed. Protection generally involves the least degree of intervention and is preparatory to other work. For example, protection includes the maintenance of historic material through treatments such as rust removal, caulking, limited paint removal, and reapplication of protective coatings; the cyclical cleaning of roof gutter systems; or installation of fencing, protective plywood, alarm systems and other temporary protective measures. Although a historic building will usually require more extensive work, an overall evaluation of its physical condition should always begin at this level.

APPENDIX B

Repair

Next, when the physical condition of character-defining materials and features warrants additional work repairing is recommended. Guidance for the repair of historic materials such as masonry, wood, and architectural metals again begins with the least degree of intervention possible such as patching, piecing-in, splicing, consolidating, or otherwise reinforcing or upgrading them according to recognized preservation methods. Repairing also includes the limited replacement in kind – or with compatible substitute material – of extensively deteriorated or missing parts of features when there are surviving prototypes (for example, brackets, dentils, steps, plaster, or portions of slate or tile roofing). Although using the same kind of material is always the preferred option, substitute material is acceptable if the form and design as well as the substitute material itself convey the visual appearance of the remaining parts of the feature and finish.

Replace

Following repair in the hierarchy, guidance is provided for replacing an entire character-defining feature with new material because the level of deterioration or damage of materials precludes repair (for example, an exterior cornice; an interior staircase; or a complete porch or storefront). If the essential form and detailing are still evident so that the physical evidence can be used to reestablish the feature as an integral part of the rehabilitation project, then its replacement is appropriate. Like the guidance for repair, the preferred option is always replacement of the entire feature in kind, that is, with the same material. Because this approach may not always be technically or economically feasible, provisions are made to consider the use of a compatible substitute material.

It should be noted that, while the National Park Service guidelines recommend the replacement of an entire character defining feature under certain well-defined circumstances, they never recommend removal and replacement with new material of a feature that – although damaged or deteriorated – could reasonably be repaired and thus preserved.

Design for Missing Historic Features

When an entire interior or exterior feature is missing (for example, an entrance, or cast iron facade; or a principal staircase), it no longer plays a role in physically defining the historic character of the building unless it can be accurately recovered in form and detailing through the process of carefully documenting the historical appearance. Where an important architectural feature is missing, its recovery is always recommended in the guidelines as the first or preferred, course of action. Thus, if adequate historical, pictorial, and physical documentation exists so that the feature may be accurately reproduced, and if it is desirable to re-establish the feature as part of the building's historical appearance, then designing and constructing a new feature based on such information is appropriate. However, a second acceptable option for the replacement feature is a new design that is compatible with the remaining character-defining features of the historic building. The new design should always take into account the size, scale, and materials of the historic building itself and, most importantly, should be clearly differentiated so that a false historical appearance is not created.

Alterations/Additions to Historic Buildings

Some exterior and interior alterations to the historic building are generally needed to assure its continued use, but it is most important that such alterations do not radically change, obscure, or destroy character-defining spaces, materials, features, or finishes. Alterations may include providing additional parking space on an existing historic building site; cutting new entrances or windows on secondary elevations; inserting an additional floor; installing an entirely new mechanical system; or creating an atrium or light well. Alteration may also include the selective removal of buildings or other features of the environment or building site that are intrusive and therefore detract from the overall historic character.

The construction of an exterior addition to a historic building may seem to be essential for the new use, but it is emphasized in the guidelines that such new additions should be avoided, if possible, and considered only after it is determined that those needs cannot be met by altering secondary, i.e., non character-defining interior spaces. If, after a thorough evaluation of interior solutions, an exterior addition is still judged to be the only viable alternative, it should be designed and constructed to be clearly differentiated from the historic building and so that the character-defining features are not radically changed, obscured, damaged, or destroyed.

Additions to historic buildings are referenced within specific sections of the guidelines such as Site, Roof, Structural Systems, etc., but are also considered in more detail in a separate section, NEW ADDITIONS TO HISTORIC BUILDINGS.

Health and Safety Code Requirements; Energy Retrofitting

These sections of the rehabilitation guidance address work done to meet health and safety code requirements (for example, providing barrier-free access to historic buildings); or retrofitting measures to conserve energy (for example, installing solar collectors in an unobtrusive location on the site). Although this work is quite often an important aspect of rehabilitation projects, it is usually not part of the overall process of protecting or repairing character-defining features; rather, such work is assessed for its potential negative impact on the building's historic character. For this reason, particular care must be taken not to radically change, obscure, damage, or destroy character-defining materials or features in the process of rehabilitation work to meet code and energy requirements.

BUILDING EXTERIOR

Masonry: Brick, stone, terra cotta, concrete, adobe, stucco and mortar

Masonry features (such as brick cornices and door pediments, stone window architraves, terra cotta brackets and railings) as well as masonry surfaces (modeling, tooling, bonding patterns, joint size, and color) may be important in defining the historic character of the building. It should be noted that while masonry is among the most durable of historic building materials, it is also the most susceptible to damage by improper maintenance or repair techniques and by harsh or abrasive cleaning methods. Most preservation guidance on masonry thus focuses on such concerns as cleaning and the process of repointing.

Recommended

Identifying, retaining, and preserving masonry features that are important in defining the overall historic character of the building such as walls, brackets, railings, cornices, window architraves, door pediments, steps, and columns; and joint and unit size, tooling and bonding patterns, coatings, and color.

Protecting and maintaining masonry by providing proper drainage so that water does not stand on flat, horizontal surfaces or accumulate curved decorative features.

Cleaning masonry only when necessary to halt deterioration or remove heavy soiling.

Carrying out masonry surface cleaning tests after it has been determined that such cleaning is necessary. Tests should be observed over a sufficient period of time so that both the immediate effects and the long range effects are known to enable selection of the gentlest method possible.

Cleaning masonry surfaces with the gentlest method possible such as low pressure water and detergents, using natural bristle brushes.

Not Recommended

Removing or radically changing masonry features which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Replacing or rebuilding a major portion of exterior masonry walls that could be repaired so that, as a result, the building is no longer historic and is essentially new construction.

Applying paint or other coatings such as stucco to masonry that has been historically unpainted or uncoated to create a new appearance.

Removing paint from historically painted masonry. Radically changing the type of paint or coating or its color.

Failing to evaluate and treat the various causes of mortar joint deterioration such as leaking roofs or gutters, differential settlement of the building, capillary action, or extreme weather exposure.

Cleaning masonry surfaces when they are not heavily soiled to create a new appearance, thus needlessly introducing chemicals or moisture into historic materials.

Cleaning masonry surfaces without testing or without sufficient time for the testing results to be of value.

Sandblasting brick or stone surfaces using dry or wet grit or other abrasives. These methods of cleaning permanently erode the surface of the material and accelerate deterioration.

Using a cleaning method that involves water or liquid chemical solutions when there is any possibility of freezing temperatures.

Cleaning with chemical products that will damage masonry, such as using acid on limestone or marble, or leaving chemicals on masonry surfaces.

Applying high pressure water cleaning methods that will damage historic masonry and the mortar joints.

Recommended

Inspecting painted masonry surfaces to determine whether repainting is necessary.

Removing damaged or deteriorated paint only to the next sound layer using the gentlest method possible (e.g., handscraping) prior to repainting.

Applying compatible paint coating systems following proper surface preparation.

Repainting with colors that are historically appropriate to the building and district.

Evaluating the overall condition of the masonry to determine whether more than protection and maintenance are required, that is, if repairs to the masonry features will be necessary.

Repairing masonry walls and other masonry features by repointing the mortar joints where there is evidence deterioration such as disintegrating mortar, cracks in mortar joints, loose bricks, damp walls, or damaged plasterwork.

Removing deteriorated mortar by carefully hand-raking the joints to avoid damaging the masonry.

Duplicating old mortar in strength, composition, color, and texture.

Duplicating old mortar joints in width and in joint profile.

Repairing stucco by removing the damaged material and patching with new stucco that duplicates the old strength, composition, color, and texture.

Using mud plaster as a surface coating over unfired, unstabilized adobe because the mud plaster will bond to the adobe.

Not Recommended

Removing paint that is firmly adhering to, and thus protecting, masonry surfaces.

Using methods of removing paint which are destructive to masonry, such as sandblasting, application of caustic solutions, or high pressure waterblasting.

Failing to follow manufacturers' product and application instructions when repainting masonry.

Using new paint colors that are inappropriate to the historic building and district.

Failing to undertake adequate measures to assure the preservation of masonry features.

Removing nondeteriorated mortar from sound joints, then repointing the entire building to achieve a uniform appearance.

Using electric saws and hammers rather than hand tools to remove deteriorated mortar from joints prior to repointing.

Repointing with mortar of high Portland cement content (unless it is the content of the historic mortar). This can often create a bond that is stronger than the historic material and can cause damage as a result of the differing coefficient of expansion and the differing porosity of the material and the mortar.

Repointing with a synthetic caulking compound.

Using a "scrub" coating technique to repoint instead of traditional repointing methods.

Changing the width or joint profile when repointing.

Removing sound stucco; or repairing with new stucco that is stronger than the historic material or does not convey the same visual appearance.

Applying cement stucco to unfired, unstabilized adobe. Because the cement stucco will not bond properly, moisture can become entrapped between materials, resulting in accelerated deterioration of the adobe.

Recommended

Repairing masonry features by patching, piecing-in, or consolidating the masonry using recognized preservation methods. Repair may also include the limited replacement in kind – or with compatible substitute material – of those extensively deteriorated or missing parts of masonry features when there are surviving prototypes such as terracotta brackets or stone balusters.

Applying new or nonhistoric surface treatments such as water-repellent coatings to masonry only after repointing and only if masonry repairs have failed to arrest water penetration problems.

Replacing, in kind, an entire masonry feature that is too deteriorated to repair – if the overall form and detailing are still evident – using the physical evidence to guide the new work. Examples can include large sections of a wall, a cornice, balustrade, column or stairway. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Design for Missing Historic Features

Designing and installing a new masonry feature such as steps or a door pediment when the historic feature is completely missing. It may be an accurate restoration using historical, pictorial, and physical documentation; or be a new design that is compatible with the size, scale, material, and color of the historic building.

Not Recommended

Replacing an entire masonry feature, such as a cornice or balustrade, when repair of the masonry and limited replacement of deteriorated or missing parts are appropriate.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving parts of the masonry feature or that is physically or chemically incompatible.

Applying waterproof, water-repellent, or nonhistoric coatings such as stucco to masonry as a substitute for repointing and masonry repairs. Coatings are frequently unnecessary, expensive, and may change the appearance of historic masonry as well as accelerate its deterioration.

Removing a masonry feature that is unrepairable and not replacing it; or replacing it with a new feature that does not convey the same visual appearance.

Creating a false historical appearance because the replaced masonry feature is based on insufficient historical, pictorial, and physical documentation.

Introducing a new masonry feature that is incompatible in size, scale, material and color.

Wood: Clapboard, weather-board, shingles and other wooden siding and decorative elements

Because it can be easily shaped by sawing, planing, carving, and gouging, wood is the most commonly used material for architectural features such as clapboards, cornices, brackets, entablatures, shutters, columns and balustrades. These wooden features – both functional and decorative – may be important in defining the historic character of the building and thus their retention, protection, and repair are of particular importance in rehabilitation projects.

Recommended

Identifying, retaining and preserving wood features that are important in defining the overall historic character of the building such as siding, cornices, brackets, window architraves, and doorway pediments; and their paints, finishes, and colors.

Protecting and maintaining wood features by providing proper drainage so that water is not in decorative features.

Applying chemical preservatives to wood features such as beam ends or outriggers that are exposed to decay hazards and are traditionally unpainted.

Retaining coatings such as paint that help protect the wood from moisture and ultraviolet light. Paint removal should be considered only where there is paint surface deterioration and as part of an overall maintenance program which involves repainting or applying other appropriate protective coatings.

Inspecting painted wood surfaces to determine whether repainting is necessary or if cleaning is all that is required.

Removing damaged or deteriorated paint to the next sound layer using the gentlest method possible (hand-scraping and handsanding), then repainting.

Not Recommended

Removing or radically changing wood features which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Removing a major portion of the historic wood from a facade instead of repairing or replacing only the deteriorated wood, then reconstructing the facade with new material in order to achieve a uniform or "improved" appearance.

Radically changing the type of finish or its color or accent scheme so that the historic character of the exterior is diminished.

Stripping historically painted surfaces to bare wood, then applying clear finishes or stains in order to create a "natural look."

Stripping paint or varnish to bare wood rather than repairing or reapplying a special finish, i.e., a grained finish to an exterior wood feature such as a front door.

Failing to identify, evaluate, and treat the causes of wood deterioration, including faulty flashing, leaking gutters, cracks and holes in siding, deteriorated caulking in joints and seams, plant material growing too close to wood surfaces, or insect or fungus infestation.

Using chemical preservatives such as creosote which can change the appearance of wood features unless they were used historically.

Stripping paint or other coatings to reveal bare wood, thus exposing historically coated surfaces to the effects of accelerated weathering.

Removing paint that is firmly adhering to, and thus, protecting wood surfaces.

Using destructive paint removal methods such as propane or butane torches, sandblasting or waterblasting. These methods can irreversibly damage historic wood-work.

Recommended

Using with care electric hot-air guns or decorative wood features and electric heat plates on flat wood surfaces when paint is so deteriorated that total removal is necessary prior to repainting.

Using chemical strippers primarily to supplement other methods such as handscraping, handsanding and the above-recommended thermal devices. Detachable wooden elements such as shutters, doors, and columns may – with the proper safeguards – be chemically dip-stripped.

Applying compatible paint coating systems following proper surface preparation.

Repainting with colors that are appropriate to the historic building and district.

Evaluating the overall condition of the wood to determine whether more than protection and maintenance are required, that is, if repairs to wood features will be necessary.

Repairing wood features by patching, piecing in, consolidating, or otherwise reinforcing the wood using recognized preservation methods. Repair may also include the limited replacement in kind – or with compatible substitute material – of those extensively deteriorated or missing parts of features where there are surviving prototypes such as brackets, moldings, or sections of siding.

Replacing, in kind, an entire wood feature that is too deteriorated to repair – if the overall form and detailing are still evident – using the physical evidence to guide the new work. Examples of wood features include a cornice, entablature or balustrade. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Design for the Replacement of Missing Historic Features

Designing and installing a new wood feature such as a cornice of doorway when the historic feature is completely missing. It may be an accurate restoration using historical, pictorial, and physical documentation; or be a new design that is compatible with the size, scale, material, and color of the historic building.

Not Recommended

Using thermal devices improperly so that the historic woodwork is scorched.

Failing to neutralize the wood thoroughly after using chemicals so that new paint does not adhere.

Allowing detachable wood features to soak too long in a caustic solution so that the wood grain is raised and the surface roughened.

Failing to follow manufacturers' product and application instructions when repainting exterior woodwork.

Using new colors that are inappropriate to the historic building or district.

Failing to undertake adequate measures to assure the preservation of wood features.

Replacing an entire wood feature such as a cornice or wall when repair of the wood and limited replacement of deteriorated or missing parts are appropriate.

Using substitute materials for the replacement part that does not convey the visual appearance of the surviving parts of the wood feature or that is physically or chemically incompatible.

Removing an entire wood feature that is unrepairable and not replacing it; or replacing it with a new feature that does not convey the same visual appearance.

Creating a false historic appearance because the replaced wood feature is based on insufficient historical, pictorial, and physical documentation.

Introducing a new wood feature that is incompatible in size, scale, material, and color.

Architectural Metals:
Cast iron, steel, pressed tin,
copper, aluminum, and zinc

Architectural metal features – such as cast-iron facades, porches, and steps; sheet metal cornices, roofs, roof cresting and storefronts; and cast or rolled metal doors, window sash, entablatures, and hardware – are often highly decorative and may be important in defining the overall historic character of the building. Their retention, protection, and repair should be a prime consideration in rehabilitation projects.

Recommended

Identifying, retaining, and preserving architectural metal features such as columns, capitals, window hoods, or stairways that are important in defining the overall historic character of the building; and their finishes and colors.

Protecting and maintaining architectural metals from corrosion by providing proper drainage so that water does not stand on flat, horizontal surfaces or accumulate in curved, decorative features.

Cleaning architectural metals, when necessary, to remove corrosion prior to repainting or applying other appropriate protective coatings.

Identifying the particular type of metal prior to any cleaning procedure and then testing to assure that the gentlest cleaning method possible is selected or determining that cleaning is inappropriate for the particular metal.

Cleaning soft metals such as lead, tin, copper, terneplate, and zinc with appropriate chemical methods because their finishes can be easily abraded by blasting methods.

Using the gentlest cleaning methods for cast iron, wrought iron, and steel—hard metals—in order to remove paint buildup and corrosion. If handscraping and wire brushing have proven ineffective, low pressure dry grit blasting may be used as long as it does not abrade or damage the surface.

Applying appropriate paint or other coating systems after cleaning in order to decrease the corrosion rate of metals or alloys.

Not Recommended

Removing or radically changing architectural metal features which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Removing a major portion of the historic architectural metal from a facade instead of repairing or replacing only the deteriorated metal, then reconstructing the facade with new material in order to create a uniform, or "improved" appearance.

Radically changing the type of finish or its historical color or accent scheme.

Failing to identify, evaluate, and treat the causes of corrosion, such as moisture from leaking roofs or gutters.

Placing incompatible metals together without providing a reliable separation material. Such incompatibility can result in galvanic corrosion of the less noble metal, e.g., copper will corrode cast iron, steel, tin, and aluminum.

Exposing metals which were intended to be protected from the environment.

Applying paint or other coatings to metals such as copper, bronze, or stainless steel that were meant to be exposed.

Using cleaning methods which alter or damage the historic color, texture, and finish of the metal; or cleaning when it is inappropriate for the metal.

Removing the patina of historic metal. The patina may be a protective coating on some metals, such as bronze or copper, as well as a significant historic finish.

Cleaning soft metals such as lead, tin, copper, terneplate, and zinc with grit blasting which will abrade the surface of the metal.

Failing to employ gentler methods prior to abrasively cleaning cast iron, wrought iron or steel; or using high pressure grit blasting.

Failing to reapply protective coating systems to metals or alloys that require them after cleaning so that accelerated corrosion occurs.

APPENDIX B

Recommended

Repainting with colors that are appropriate to the historic building or district.

Applying an appropriate protective coating such as lacquer to an architectural metal feature such as a bronze door which is subject to heavy pedestrian use.

Evaluating the overall condition of the architectural metals to determine whether more than protection and maintenance are required, that is, if repairs to features will be necessary.

Repairing architectural metal features by patching, splicing, or otherwise reinforcing the metal following recognized preservation methods. Repairs may also include the limited replacement in kind – or with a compatible substitute material – of those extensively deteriorated or missing parts of features when there are surviving prototypes such as porch balusters, column capitals or bases; or porch cresting.

Replacing, in kind, an entire architectural metal feature that is too deteriorated to repair – if the overall form and detailing are still evident – using the physical evidence to guide the new work. Examples could include cast iron porch steps or steel sash windows. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Design for the Replacement of Missing Historic Features

Designing and installing a new architectural metal feature such as a sheet metal cornice or cast iron capital when the historic feature is completely missing. It may be an accurate restoration using historical, pictorial and physical documentation; or a new design that is compatible with the size, scale, material, and color of the historic building.

Not Recommended

Using new colors that are inappropriate to the historic building or district.

Failing to assess pedestrian use or new access patterns so that architectural metal features are subject to damage by use or inappropriate maintenance such as salting adjacent sidewalks.

Failing to undertake adequate measures to assure the preservation of architectural metal features.

Replacing an entire architectural metal feature, such as a column or a balustrade, when repair of the metal and limited replacement of deteriorated or missing parts are appropriate.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving parts of the architectural metal feature or that is physically or chemically incompatible.

Removing an architectural metal feature that is unrepairable and not replacing it, or replacing it with a new architectural metal feature that does not convey the same visual appearance.

Creating a false historic appearance because the replaced architectural metal feature is based on insufficient historical, pictorial, and physical documentation.

Introducing a new architectural metal feature that is incompatible in size, scale, material, and color.

Roofs

The roof – with its shape; features such as cresting, dormers, cupolas, and chimneys; and the size, color, and patterning of the roofing material – can be extremely important in defining the building's overall historic character. In addition to the design role it plays, a weathertight roof is essential to the preservation of the entire structure; thus, protecting and repairing the roof as a "cover" is a critical aspect of every rehabilitation project.

Recommended

Identifying, retaining, and preserving roofs – and their functional and decorative features – that are important in defining the overall historic character of the building. This includes the roof's shape, such as hipped, gambrel, and mansard; decorative features such as cupolas, cresting, chimneys, and weathervanes; and roofing material such as slate, wood, clay tile, and metal, as well as its size, color, and patterning.

Protecting and maintaining a roof by cleaning the gutters and downspouts and replacing deteriorated flashing. Roof sheathing should also be checked for proper venting to prevent moisture condensation and water penetration; and to insure that materials are free from insect infestation.

Providing adequate anchorage for roofing material to guard against wind damage and moisture penetration.

Protecting a leaking roof with plywood and building paper until it can be properly repaired.

Repairing a roof by reinforcing the historic materials which comprise roof features. Repairs will also generally include the limited replacement in kind or with compatible substitute material – of those extensively deteriorated or missing parts of features when there are surviving prototypes such as cupola louvers, dentils, dormer roofing, or slates, tiles, or wood shingles on a main roof.

Replacing, in kind, an entire feature of the roof that is too deteriorated to repair – if the overall form and detailing are still evident – using the physical evidence to guide the new work. Examples can include a large section of roofing, or a dormer or chimney. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

Not Recommended

Radically changing, damaging, or destroying roofs which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Removing a major portion of the roof or roofing material that is repairable, then reconstructing it with new material in order to create a uniform, or "improved" appearance.

Changing the configuration of a roof by adding new features such as dormer windows, vents, or skylights so that the historic character is diminished.

Stripping the roof of sound historic material such as slate, clay tile, wood, and architectural metal.

Applying paint or other coatings to roofing material which has been historically uncoated.

Failing to clean and maintain gutters and downspouts properly so that water and debris collect and cause damage to roof fasteners, sheathing, and the underlying structure.

Allowing roof fasteners, such as nails and clips to corrode so that roofing material is subject to accelerated deterioration.

Permitting a leaking roof to remain unprotected so that accelerated deterioration of historic building materials – masonry, wood, plaster, paint and structural members – occurs.

Replacing an entire roof feature such as a cupola or dormer when repair of the historic materials and limited replacement of deteriorated or missing parts are appropriate.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving parts of the roof or that is physically or chemically incompatible.

Removing a feature of the roof that is unrepairable, such as a chimney or dormer, and not replacing it; or replacing it with a new feature that does not convey the same visual appearance.

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The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Recommended

Design for the Replacement of Missing Historic Features

Designing and constructing a new feature when the historic feature is completely missing, such as a chimney or cupola. It may be an accurate restoration using historical, pictorial and physical documentation; or be a new design that is compatible with the size, scale, material, and color of the historic building.

Alterations/Additions for the New Use

Installing mechanical and service equipment on the roof such as air conditioning, transformers, or solar collectors when required for the new use so that they are inconspicuous from the public right-of-way and do not damage or obscure character-defining features.

Designing additions to roofs such as residential, office, or storage spaces; elevator housing; decks and terraces; or dormers or skylights when required by the new use so that they are inconspicuous from the public right-of-way and do not damage or obscure character-defining features.

Not Recommended

Creating a false historical appearance because the replaced feature is based on insufficient historical, pictorial, and physical documentation.

Introducing a new roof feature that is incompatible in size, scale, material, and color.

Installing mechanical or service equipment so that it damages or obscures character-defining features; or is conspicuous from the public right-of-way.

Radically changing a character-defining roof shape or damaging or destroying character-defining roofing material as a result of incompatible design or improper installation techniques.

Windows

A highly decorative window with an unusual shape, or glazing pattern, or color is most likely identified immediately as character-defining feature of the building. It is far more difficult, however, to assess the importance of repeated windows on a facade, particularly if they are individually simple in design and material, such as the large, multipaned sash of many industrial buildings. Because rehabilitation projects frequently include proposals to replace window sash or even entire windows to improve thermal efficiency or to create a new appearance, it is essential that their contribution to the overall historic character of the building be assessed together with their physical condition before specific repair or replacement work is undertaken.

Recommended

Identifying, retaining, and preserving windows – and their functional and decorative features – that are important in defining the overall historic character of the building. Such features can include frames, sash, muntins, glazing, sills, heads, hoodmolds, paneled or decorated jambs and moldings, and interior and exterior shutters and blinds.

Protecting and maintaining the wood and architectural metal which comprise the window frame, sash, muntins, and surrounds through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coating systems.

Making windows weathertight by recaulking and replacing or installing weatherstripping. These actions also improve thermal efficiency.

Evaluating the overall condition of materials to determine whether more than protection and maintenance are required, i.e., if repairs to windows and window features will be required.

Repairing window frames and sash by patching, splicing, consolidating or otherwise reinforcing. Such repair may also include replacement in kind of those parts that are either extensively deteriorated or are missing when there are surviving prototypes such as architraves, hoodmolds, sash, sills, and interior or exterior shutters and blinds.

Not Recommended

Removing or radically changing windows which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Changing the number, location, size or glazing pattern of windows, through cutting new openings, blocking-in windows, and installing replacement sash which does not fit the historic window opening.

Changing the historic appearance of windows through the use of inappropriate designs, materials, finishes, or colors which radically change the sash, depth of reveal, and muntin configuration, the reflectivity and color of the glazing; or the appearance of the frame.

Obscuring historic window trim with metal or other material.

Stripping windows of historic material such as wood, iron, cast iron, and bronze.

Failing to provide adequate protection of materials on a cyclical basis so that deterioration of the windows results.

Retrofitting or replacing windows rather than maintaining the sash, frame, and glazing.

Failing to undertake adequate measures to assure the preservation of historic windows.

Replacing an entire window when repair of materials and limited replacement of deteriorated or missing parts are appropriate.

Failing to reuse serviceable window hardware such as brass lifts and sash locks.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving part of the window or that is physically or chemically incompatible.

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Recommended

Replacing, in kind, an entire window that is too deteriorated to repair – if the overall form and detailing are still evident – using the physical evidence to guide the new work. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Recommended

Design for the Replacement of Missing Historic Features

Designing and installing new windows when the historic windows (frame, sash and glazing) are completely missing. The replacement windows may be an accurate restoration using historical, pictorial, and physical documentation; or be a new design that is compatible with the window openings and the historic character of the building.

Alterations/Additions for the New Use

Designing and installing additional windows on rear on other noncharacter-defining elevations if required by the new use. New windows openings may also be cut into exposed party walls. Such design should be compatible with the overall design of the building, but not duplicate the fenestration pattern and detailing of a character defining elevation.

Providing a setback in the design of dropped ceilings when they are required for the new use to allow for the full height of the window openings.

Not Recommended

Removing a character-defining window that is unrepairable and blocking it in; or replacing it with a new window, that does not convey the same visual appearance.

Not Recommended

Creating a false historical appearance because the replaced window is based on insufficient historical, pictorial, and physical documentation.

Introducing a new design that is incompatible with the historic character of the building.

Installing new windows, including frames sash, a muntin configuration that are incompatible with the building's historic appearance or obscure, damage, destroy character-defining features.

Inserting new floors or furred-down ceilings, which cut across the glazed areas of windows so that the exterior form and appearance of the windows are changed.

Entrances and Porches

Entrances and porches are quite often the focus of historic buildings, particularly when they occur on primary elevations. Together with their functional and decorative features such as doors, steps, balustrades, pilasters, and entablatures, they can be extremely important in defining the overall historic character of a building. Their retention, protection, and repair should always be carefully considered when planning rehabilitation work.

Recommended

Identifying, retaining, and preserving entrances – and their functional and decorative features – that are important in defining the overall historic character of the building such as doors, fanlights, sidelights, pilasters, entablatures, columns, balustrades, and stairs.

Protecting and maintaining the masonry, wood, and architectural metal that comprise entrances and porches through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coating systems.

Evaluating the overall condition of materials to determine whether more than protection and maintenance are required, that is, if repairs to entrance and porch features will be necessary.

Repairing entrances and porches by reinforcing the historic materials. Repair will also generally include the limited replacement, in kind – or with compatible substitute material – of those extensively deteriorated or missing parts of repeated features where there are surviving prototypes such as balustrades, cornices, entablatures, columns, sidelights, and stairs.

Replacing, in kind, an entire entrance or porch that is too deteriorated to repair – if the form and detailing are still evident – using the physical evidence to guide the new work. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

Not Recommended

Removing or radically changing entrances and porches which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Stripping entrances and porches of historic material such as wood, iron, cast iron, terra cotta, tile and brick.

Removing an entrance or porch because the building has been reoriented to accommodate a new use.

Cutting new entrances on a primary elevation.

Altering utilitarian or service entrances so they appear to be formal entrances by adding paneled doors, fanlights, and sidelights.

Failing to provide adequate protection to materials on a cyclical basis so that deterioration of entrances and porches results.

Failing to undertake adequate measures to assure the preservation of historic entrances and porches.

Replacing an entire entrance or porch when the repair of materials and limited replacement of parts are appropriate.

Using a substitute material for the replacement parts that does not convey the visual appearance of the surviving parts of the entrance and porch or that is physically or chemically incompatible.

Removing an entrance or porch that is unrepairable and not replacing it, or replacing it with a new entrance or porch that does not convey the same visual appearance.

APPENDIX B

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Recommended

Design for Missing Historic Features

Designing and constructing a new entrance or porch if the historic entrance or porch is completely missing. It may be a restoration based on historical, pictorial, and physical documentation; or be a new design that is compatible with the historic character of the building.

Alterations/Additions for the New Use

Designing enclosures for historic porches when required by the new use in a manner that preserves the historic character of the building. This can include using large sheets of glass and recessing the enclosure wall behind existing scrollwork, posts, and balustrades.

Designing and installing additional entrances or porches when required for the new use in a manner that preserves the historic character of the building, i.e., limiting such alteration to noncharacter-defining elevations.

Not Recommended

Creating a false historical appearance because the replaced entrance or porch is based on insufficient historical, pictorial, and physical documentation.

Introducing a new entrance or porch that is incompatible in size, scale, material, and color.

Enclosing porches in a manner that results in a loss of historic character such as using solid materials such as wood, stucco, or masonry.

Installing secondary service entrances and porches that are incompatible in size and scale with the historic building or obscure, damage, or destroy character-defining features.

Storefronts

Storefronts are quite often the focus of historic commercial buildings and can thus be extremely important in defining the overall historic character. Because storefronts also play a crucial role in a store's advertising and merchandising strategy to draw customers and increase business, they are often altered to meet the needs of a new business. Particular care is required in planning and accomplishing work on storefronts so that the building's historic character is preserved in the process of rehabilitation.

Recommended

Identifying, retaining and preserving storefronts – and their functional and decorative features – that are important in defining the overall historic character of the building, such as display windows, signs, doors, transoms, kick plates, corner posts, and entablatures.

Protecting and maintaining masonry, wood, and architectural metals which comprise storefronts through appropriate treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coating systems.

Protecting storefronts against arson and vandalism before work begins by boarding up windows and installing alarm systems that are keyed into local protection agencies.

Evaluating the overall condition of storefront materials to determine whether more than protection and maintenance are required, that is, if repairs to features will be necessary.

Repairing storefronts by reinforcing the historic materials. Repairs will also generally include the limited replacement in kind – or with compatible substitute material – of those extensively deteriorated or missing parts of storefronts where there are surviving prototypes such as transoms, kick plates, pilasters, or signs.

Replacing, in kind, an entire storefront that is too deteriorated to repair – if the overall form and detailing are still evident – using the physical evidence to guide the new work. If using the same material is not technically or economically feasible, then compatible substitute materials may be considered.

Not Recommended

Removing or radically changing storefronts – and their features – which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Changing the storefront so that it appears residential rather than commercial in character.

Removing historic material from the storefront to create a recessed arcade.

Introducing coach lanterns, mansard overhangings, wood shakes, nonoperable shutters, and small-paned windows if they cannot be documented historically.

Changing the location of a storefront's main entrance.

Failing to provide adequate protection to materials on a cyclical basis so that deterioration of storefront features results.

Permitting entry into the building through unsecured or broken windows and doors so that interior features and finishes are damaged through exposure to weather or through vandalism.

Stripping storefronts of historic material such as wood, cast iron, terra cotta, Carrara glass, and brick.

Failing to undertake adequate measures to assure the preservation of the historic storefront.

Replacing an entire storefront when repair of materials and limited replacement of its parts are appropriate.

Using substitute material for the replacement parts that does not convey the same visual appearance as the surviving parts of the storefront or that is physically or chemically incompatible.

Removing a storefront that is unrepairable and not replacing it; or replacing it with a new storefront that does not convey the same visual appearance.

APPENDIX B

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Recommended

Design for the Replacement of Missing Historic Features

Designing and constructing a new storefront when the historic storefront is completely missing. It may be an accurate restoration using historical, pictorial, and physical documentation; or be a new design that is compatible with the size, scale, material, and color of the historic building. Such new design should generally be flush with the facade; and the treatment of secondary design elements, such as awnings or signs, kept as simple as possible. For example, new signs should fit flush with the existing features of the facade, such as the fascia board or cornice.

Not Recommended

Creating a false historical appearance because the replaced storefront is based on insufficient historical, pictorial, and physical documentation.

Introducing a new design that is incompatible in scale, material, and color.

Using new illuminated signs; inappropriately scaled signs and logos; signs that project over the sidewalk unless they were a characteristic feature of the historic building; other types of signs that obscure, damage, or destroy remaining character-defining features of the historic building.

BUILDING INTERIOR
Structural System

If features of the structural system are exposed, such as loadbearing brick walls, cast iron columns, roof trusses, posts and beams, vigas, or stone foundation walls, they may be important in defining the building's overall historic character. Unexposed structural features that are not character-defining or an entire structural system may nonetheless be significant in the history of building technology; therefore, the structural system should always be examined and evaluated early in the project planning stage to determine both its physical condition and its importance to the building's historic character or historical significance. See also Health and Safety Code Requirements.

Recommended

Identifying, retaining, and preserving structural systems – and individual features of systems – that are important in defining the overall historic character of the building, such as post and beam systems, trusses, summer beams, vigas, cast iron columns, abovegrade stone foundation walls, or loadbearing brick or stone walls.

Protecting and maintaining the structural system by cleaning the roof gutters and downspouts; replacing roof flashing; keeping masonry, wood, and architectural metals in a sound condition; and assuring that structural members are free from insect infestation.

Examining and evaluating the physical condition of the structural system and its individual features using nondestructive techniques such as X-ray photography.

Repairing the structural system by augmenting or upgrading individual parts or features. For example, weakened structural members such as floor framing can be spliced, braced, or otherwise supplemented and reinforced.

Not Recommended

Removing, covering, or radically changing features of structural systems which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Putting a new use into the building which could overload the existing structural system; or installing equipment or mechanical systems which could damage the structure.

Demolishing a loadbearing masonry wall that could be augmented and retained and replacing it with a new wall (i.e., brick or stone), using the historic masonry only as an exterior veneer.

Leaving known structural problems untreated, such as deflection of beams, cracking and bowing of walls, or racking of structural members.

Utilizing treatments or products that accelerate the deterioration of structural material such as introducing urea-formaldehyde foam insulation into frame walls.

Failing to provide proper building maintenance on a cyclical basis so that deterioration of the structural system results.

Utilizing destructive probing techniques that will damage or destroy structural material.

Upgrading the building structurally in a manner that diminishes the historic character of the exterior, such as installing strapping channels or removing a decorative cornice; or that damages interior features or spaces.

Replacing a structural member or other feature of the structural system when it could be augmented and retained.

APPENDIX B

Recommended

Replacing, in kind – or with substitute material – those portions or features of the structural system that are either surviving prototypes such as cast iron columns, roof rafters or trusses, or sections of loadbearing walls. Substitute material should convey the same form, design, and overall-visual appearance as the historic feature; and, at minimum, be equal to its loadbearing capabilities.

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Recommended

Alterations/Additions for the New Use

Limiting any new excavations adjacent to historic foundations to avoid undermining the structural stability of the building or adjacent historic buildings.

Correcting structural deficiencies in preparation for the new use in a manner that preserves the structural system and individual character-defining features.

Designing and installing new mechanical or electrical systems when required for the new use which minimize the number of cutouts or holes in structural members.

Adding a new floor when required for the new use if such an alteration does not damage or destroy the structural system or obscure, damage, or destroy character-defining spaces, features, or finishes.

Creating an atrium or a light well to provide natural light when required for the new use in a manner that assures the preservation of the structural system as well as character-defining interior spaces, features, and finishes.

Not Recommended

Installing a replacement feature that does not convey the same visual appearance, e.g., replacing an exposed wood summer beam with a steel beam.

Using substitute material that does not equal the load bearing capabilities of the historic material and design or is otherwise physically or chemically incompatible.

Not Recommended

Carrying out excavations or regrading adjacent to or within a historic building which could cause the historic foundation to settle, shift, or fail; or could have a similar effect on adjacent historic buildings.

Radically changing interior spaces or damaging or destroying features or finishes that are character-defining while trying to correct structural deficiencies in preparation for the new use.

Installing new mechanical and electrical systems or equipment in a manner which results in numerous cuts, splices, or alterations to the structural members.

Inserting a new floor when such a radical change damages a structural system or obscures or destroys interior spaces, features, or finishes.

Inserting new floors or furred-down ceilings, which cut across the glazed areas of windows so that the exterior form and appearance of the windows are radically changed.

Damaging the structural system or individual features or radically changing, damaging, or destroying character-defining interior spaces, features, or finishes in order to create an atrium or a light well.

Interior: Spaces, Features, and Finishes

An interior floor plan, the arrangement of spaces, and built-in features and applied finishes may be individually or collectively important in defining the historic character of the building. Thus, their identification, retention, protection, and repair should be given prime consideration in every rehabilitation project and caution exercised in pursuing any plan that would radically change character-defining spaces or obscure, damage or destroy interior features or finishes.

Recommended

Not Recommended

Interior Spaces

Identifying, retaining, and preserving a floor plan or interior spaces that are important in defining the overall historic character of the building. This includes the size, configuration, proportion, and relationship of rooms and corridors; the relationship of features to spaces; and the spaces themselves, such as lobbies, reception halls, entrance halls, double parlors, theaters, auditoriums, and important industrial or commercial use spaces.

Radically changing a floor plan or interior spaces including individual rooms – which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Altering the floor plan by demolishing principal walls and partitions to create a new appearance.

Altering or destroying interior spaces by inserting floors, cutting through floors, lowering ceilings, or adding or removing walls.

Relocating an interior feature such as a staircase so that the historic relationship between features and spaces is altered.

Interior Features and Finishes

Identifying, retaining, and preserving interior features and finishes that are important in defining the overall historic character of the building, including columns, cornices, baseboards, fireplaces and mantles, paneling, light fixtures, hardware, and flooring; and wallpaper, plaster, paint, and finishes such as stenciling, marbling, and graining; and other decorative materials that accent interior features and provide color, texture, and patterning to walls, floors, and ceilings.

Removing or radically changing features and finishes which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Installing new decorative material that obscures or damages character-defining interior features or finishes.

Removing paint, plaster, or other finishes from historically finished surfaces to create a new appearance (e.g., removing plaster to expose masonry surfaces such as brick walls or a chimney piece).

Applying paint, plaster, or other finishes to surfaces that have been historically unfinished to create a new appearance.

Stripping historically painted wood surfaces to bare wood, then applying clear finishes or stains to create a "natural look."

Stripping paint to bare wood rather than repairing or reapplying grained or marbled finishes to features such as doors and paneling.

Radically changing the type of finish or its color, such as painting a previously varnished wood feature.

APPENDIX B

Recommended

Protecting and maintaining masonry, wood, and architectural elements which comprise interior features through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coatings systems.

Protecting interior features and finishes against arson and vandalism before project work begins, erecting protective fencing, boarding-up windows, and installing fire alarm systems that are keyed to local protection agencies.

Protecting interior features such as a staircase, mantel, or decorative finishes and wall coverings against damage during project work by covering them with heavy canvas or plastic sheets.

Installing protective coverings in areas of heavy pedestrian traffic to protect historic features such as wall coverings, parquet flooring and paneling.

Removing damaged or deteriorated paints and finishes to the next sound layer using the gentlest method possible, then repainting or refinishing using compatible paint or other coating systems.

Repainting with colors that are appropriate to the historic building.

Limiting abrasive cleaning methods to certain industrial or warehouse buildings where the interior masonry or plaster features do not have distinguishing design, detailing, tooling, or finishes; and where wood features are not finished, molded, beaded, or worked by hand. Abrasive cleaning should only be considered after other, gentler methods have been proven ineffective.

Evaluating the overall condition of materials to determine whether more than protection and maintenance are required, that is, if repairs to interior features and finishes will be necessary.

Repairing interior features and finishes by reinforcing the historic materials. Repair will also generally include the limited replacement, in kind, – or with compatible substitute material – of those extensively deteriorated or missing parts of repeated features when there are surviving prototypes, such as stairs, balustrades, wood paneling, columns; or decorative wall coverings or ornamental tin or plaster ceilings.

Not Recommended

Failing to provide adequate protection to materials on a cyclical basis so that deterioration of interior features results.

Permitting entry into historic buildings through unsecured or broken windows and doors so that interior features and finishes are damaged by exposure to weather or through vandalism.

Stripping interiors of features such as woodwork, doors, windows, light fixtures, copper piping, radiators; or of decorative materials.

Failing to provide proper protection of interior features and finishes during work so that they are gouged, scratched, dented, or otherwise damaged.

Failing to take new use patterns into consideration so that interior features and finishes are damaged.

Using destructive methods such as propane or butane torches or sandblasting to remove paint or other coatings. These methods can irreversibly damage the historic materials that comprise interior features.

Using new paint colors that are inappropriate to the historic building.

Changing the texture and patina of character-defining features through sandblasting or use of other abrasive methods to remove paint, discoloration or plaster. This includes both exposed wood (including structural members) and masonry.

Failing to undertake adequate measures to assure the preservation of interior features and finishes.

Replacing an entire interior feature such as a staircase, paneled wall, parquet floor, or cornice; or finish such as a decorative wall covering or ceiling when repair of materials and limited replacement of such parts are appropriate.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving parts or portions of the interior feature or finish or that is physically or chemically incompatible.

Recommended

Replacing, in kind, an entire interior feature or finish that is too deteriorated to repair – if the overall form details are still evident – using the physical evidence to guide the new work. Examples could include wainscoting, a tin ceiling, or interior stairs. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Design for Missing Historic Features

Designing and installing a new interior feature or finish if the historic feature or finish is completely missing. This could include missing partitions, stairs, elevators, lighting fixtures, and wall coverings; or even entire rooms if all historic spaces, features, and finishes are missing or have been destroyed by inappropriate “renovations.” The design may be a restoration based on historical, pictorial, and physical documentation; or be a new design that is compatible with the historic character of the building, district, or neighborhood.

Not Recommended

Removing a character-defining feature or finish that is unrepairable and not replacing it; or replacing it with a new feature or finish that does not convey the same visual appearance.

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Creating a false historical appearance because the replaced feature is based on insufficient physical, historical, and pictorial documentation or on information derived from another building.

Introducing a new interior feature or finish that is incompatible with the scale, design, materials, color, and texture of the surviving interior features and finishes.

APPENDIX B

Recommended

Alterations/Additions for the New Use

Accommodating service functions such as bathrooms, mechanical equipment, and office machines required by the building's new use in secondary spaces such as first floor service areas or on upper floors.

Reusing decorative material or features that have had to be removed during the rehabilitation work, including wall and baseboard trim, door molding, paneled doors, and simple wainscoting; and relocating such material or features in areas appropriate to their historic placement.

Installing permanent partitions in secondary spaces; removable partitions that do not destroy the sense of space should be installed when the new use requires the subdivision of character-defining interior spaces.

Enclosing an interior stairway where required by code so that its character is retained. In many cases, glazed fire-rated walls may be used.

Placing new code-required stairways or elevators in secondary and service areas of the historic building.

Creating an atrium or a light well to provide natural light when required for the new use in a manner that preserves character-defining interior spaces, features, and finishes as well as the structural system.

Adding a new floor if required for the new use in a manner that preserves character-defining structural features, and interior spaces, features, and finishes.

Not Recommended

Dividing rooms, lowering ceilings, and damaging or obscuring character-defining features such as fireplaces, niches, stairways or alcoves, so that a new use can be accommodated in the building.

Discarding historic material when it can be reused within the rehabilitation project or relocating it in historically inappropriate areas.

Installing permanent partitions that damage or obscure character-defining spaces, features, or finishes.

Enclosing an interior stairway with fire-rated construction so that the stairwell space or any character-defining features are destroyed.

Radically changing, damaging, or destroying character-defining spaces, features, or finishes when adding new code-required stairways and elevators.

Destroying character-defining interior spaces, features, or finishes; or damaging the structural system in order to create an atrium or light well.

Inserting a new floor within a building that alters or destroys the fenestration; radically changes a character-defining interior space; or obscures, damages, or destroys decorative detailing.

Mechanical Systems: Heating, Air Conditioning, Electrical, and Plumbing

The visible features of historic heating, lighting, air conditioning and plumbing systems may sometimes help define the overall historic character of the building and should thus be retained and repaired, whenever possible. The systems themselves (the compressors, boilers, generators and their ductwork, wiring and pipes) will generally either need to be upgraded, augmented, or entirely replaced in order to accommodate the new use and to meet code requirements. Less frequently, individual portions of a system or an entire system are significant in the history of building technology; therefore, the identification of character-defining features or historically significant systems should take place together with an evaluation of their physical condition early in project planning.

Recommended

Identifying, retaining, and preserving visible features of early mechanical systems that are important in defining the overall historic character of the building, such as radiators, vents, fans, grilles, plumbing fixtures, switchplates, and lights.

Protecting and maintaining mechanical, plumbing, and electrical systems and their features through cyclical cleaning and other appropriate measures.

Preventing accelerated deterioration of mechanical systems by providing adequate ventilation of attics, crawl spaces, and cellars so that moisture problems are avoided.

Repairing mechanical systems by augmenting or upgrading system parts, such as installing new pipes and ducts; rewiring; or adding new compressors or boilers.

Replacing in kind – or with compatible substitute material – those visible features of mechanical systems that are either extensively deteriorated or are missing when there are surviving prototypes such as ceiling fans, switchplates, radiators, grilles, or plumbing fixtures.

Not Recommended

Removing or radically changing features of mechanical systems that are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Failing to provide adequate protection of materials on a cyclical basis so that deterioration of mechanical systems and their visible features results.

Enclosing mechanical systems in areas that are not adequately ventilated so that deterioration of the systems results.

Replacing a mechanical system or its functional parts when it could be upgraded and retained.

Installing a replacement feature that does not convey the same visual appearance.

APPENDIX B

The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Recommended

Alterations/Additions for the New Use

Installing a completely new mechanical system if required for the new use so that it causes the least alteration possible to the building's floor plan, the exterior elevations, and the least damage to historic building material.

Installing the vertical runs of ducts, pipes, and cables in closets, service rooms, and wall cavities.

Installing air conditioning units if required by the new use in such a manner that the historic materials and features are not damaged or obscured.

Installing heating/air conditioning units in the window frames in such a manner that the sash and frames are protected. Window installations should be considered only when all other viable heating/cooling systems would result in significant damage to historic materials.

Not Recommended

Installing a new mechanical system so that character defining structural or interior features are radically changed, damaged or destroyed.

Installing vertical runs of ducts, pipes, and cables in places where they will obscure character-defining features.

Concealing mechanical equipment in walls or ceilings in a manner that requires the removal of historic building material.

Installing "dropped" acoustical ceilings to hide mechanical equipment when this destroys the proportions of character-defining interior spaces.

Cutting through features such as masonry walls in order to install air conditioning units.

Radically changing the appearances of the historic building or damaging or destroying windows by installing heating/air conditioning units in historic window frames.

BUILDING SITE

The relationship between a historic building or buildings and landscape features within a property's boundaries – or the building site – help to define the historic character and should be considered an integral part of overall planning for rehabilitation project work.

Recommended

Identifying, retaining, and preserving buildings and their features as well as features of the site that are important in defining its overall historic character. Site features can include driveways, walkways, lighting, fencing, signs, benches, fountains, wells, terraces, canal systems, plants and trees, berms, and drainage or irrigation ditches; and archaeological features that are important in defining the history of the site.

Retaining the historic relationship between buildings, landscape features, and open space.

Protecting and maintaining buildings and the site by providing proper drainage to assure that water does not erode foundation walls; drain toward the building; nor erode the historic landscape.

Minimizing disturbance of terrain around buildings or elsewhere on the site, thus reducing the possibility of destroying unknown archaeological materials.

Surveying areas where major terrain alteration is likely to impact important archaeological sites.

Protecting, e.g., preserving in place, known archaeological material whenever possible.

Planning and carrying out any necessary investigation using professional archaeologists and modern archaeological methods when preservation in place is not feasible.

Not Recommended

Removing or radically changing buildings and their features or site features which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Removing or relocating historic buildings or landscape features, thus destroying the historic relationship between buildings, landscape features, and open space.

Removing or relocating historic buildings on a site or in a complex of related historic structures – such as a mill complex or farm – thus diminishing the historic character of the site or complex.

Moving buildings onto the site, thus creating a false historical appearance.

Lowering the grade level adjacent to a building to permit development of a formerly below-grade area such as a basement in a manner that would drastically change the historic relationship of the building to its site.

Failing to maintain site drainage so that buildings and site features are damaged or destroyed; or, alternatively, changing the site grading so that water no longer drains properly.

Introducing heavy machinery or equipment into areas where their presence may disturb archaeological materials.

Failing to survey the building site prior to the beginning of rehabilitation project work so that, as a result, important archaeological material is destroyed.

Leaving known archaeological material unprotected and subject to vandalism, looting, and destruction by natural elements such as erosion.

Permitting unqualified project personnel to perform data recovery so that improper methodology results in the loss of important archaeological material.

APPENDIX B

Recommended

Protecting the building and other features of the site against arson and vandalism before rehabilitation work begins, i.e., erecting protective fencing and installing alarm systems that are keyed into local protection agencies.

Providing continued protection of masonry, wood, and architectural metals which comprise building and site features through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coating systems; and continued protection and maintenance of landscape features, including plant material.

Evaluating the overall condition of materials to determine whether more than protection and maintenance are required, that is, if repairs to building and site features will be necessary.

Repairing features of buildings and the site by reinforcing the historic materials. Repair will also generally include replacement in kind – with a compatible substitute material – of those extensively deteriorated or missing parts of features where there are surviving prototypes such as fencing and paving.

Replacing in kind an entire feature of the building or site that is too deteriorated to repair – if the overall form and detailing are still evident – using the physical evidence to guide the new work. This could include an entrance or porch, walkway, or fountain. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

Not Recommended

Permitting buildings and site features to remain unprotected so that plant materials, fencing, walkways; archaeological features, etc., are damaged or destroyed.

Stripping features from buildings and the site, such as wood siding, iron fencing, masonry balustrades; or removing or destroying landscape features, including plant material.

Failing to provide adequate protection of materials on a cyclical basis so that deterioration of building and site features results.

Failing to undertake adequate measures to assure the preservation of building and site features.

Replacing an entire feature of the building or site, such as a fence, walkway, or driveway when repair of materials and limited replacement of deteriorated or missing parts are appropriate.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving parts of the building or site feature or that is physically or chemically incompatible.

Removing a feature of the building or site that is unrepairable and not replacing it; or replacing it with a new feature that does not convey the same visual appearance.

■ The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

■ **Recommended**

Not Recommended

■ **Design for Missing Historic Features**

■ Designing and constructing a new feature of a building or site when the historic feature is completely missing, such as an outbuilding, terrace, or driveway. It may be based on historical, pictorial, and physical documentation; or be a new design that is compatible with the historic character of the building and site.

Creating a false historical appearance because the replaced feature is based on insufficient historical, pictorial, and physical documentation.

Introducing a new building or site feature that is out of scale or otherwise inappropriate.

Introducing a new landscape feature or plant material that is visually incompatible with the site or that destroys site patterns or vistas.

■ **Alterations/Additions for the New Use**

■ Designing new onsite parking, loading docks, or ramps when required by the new use so that they are as unobtrusive as possible and assure the preservation of character-defining features of the site.

Placing parking facilities directly adjacent to historic buildings where automobiles may cause damage to the buildings or landscape features or be intrusive to the building site.

■ Designing new exterior additions to historic buildings or adjacent new construction which is compatible with the historic character of the site and which preserve the historic relationship between a building or buildings, landscape features, and open space.

Introducing new construction onto the building site which is visually incompatible in terms of size, scale, design, materials, color and texture or which destroys historic relationships on the site.

■ Removing nonsignificant buildings, additions, or site features which detract from the historic character of the site.

Removing a historic building in a complex, a building feature, or a site feature which is important in defining the historic character of the site.

DISTRICT/NEIGHBORHOOD

The relationship between historic buildings and streetscape and landscape features within a historic district or neighborhood helps to define the historic character and therefore should always be a part of the rehabilitation plans.

Recommended

Identifying, retaining, and preserving buildings and streetscape and landscape features which are important in defining the overall historic character of the district or neighborhood. Such features can include streets, alleys, paving, walkways, street lights, signs, benches, parks and gardens, and trees.

Retaining the historic relationship between buildings and streetscape and landscape features such as a town square comprised of row houses and stores surrounding a communal park or open space.

Protecting and maintaining the historic masonry, wood, and architectural metals which comprise building and streetscape features through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coating systems; and protecting and maintaining landscape features, including plant material.

Protecting buildings, paving, iron fencing, etc., against arson and vandalism before rehabilitation. Work begins by erecting protective fencing and installing alarm systems that are keyed into local protection agencies.

Evaluating the overall condition of building, streetscape and landscape materials to determine whether more than protection and maintenance are required, that is, if repairs to features will be necessary.

Repairing features of the building, streetscape, or landscape by reinforcing the historic materials. Repair will also generally include the replacement in kind – or with a compatible substitute material – of those extensively deteriorated or missing parts of features when there are surviving prototypes such as porch balustrades, paving materials, or streetlight standards.

Not Recommended

Removing or radically changing those features of the district or neighborhood which are important in defining the overall historic character so that, as a result, the character is diminished.

Destroying streetscape and landscape features by widening existing streets, changing paving material, or introducing inappropriately located new street or parking lots.

Removing or relocating historic buildings or features of the streetscape and landscape, thus destroying the historic relationship between buildings, features and open space.

Failing to provide adequate protection of materials on a cyclical basis so that deterioration of building, streetscape, and landscape features results.

Permitting buildings to remain unprotected so that windows are broken and interior features are damaged.

Stripping features from buildings or the streetscape, such as wood siding, iron fencing, or terra cotta balusters; or removing or destroying landscape features, including plant material.

Failing to undertake adequate measures to assure the preservation of building, streetscape, and landscape features.

Replacing an entire feature of the building, streetscape, or landscape such as a porch, walkway, or streetlight when repair of materials and limited replacement of deteriorated or missing parts are appropriate.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving parts of the building, streetscape, or feature or that is physically or chemically incompatible.

Recommended

Replacing, in kind, an entire feature of the building, streetscape, or landscape that is too deteriorated to repair – when the overall form and detailing are still evident – using the physical evidence to guide the new work. This could include a storefront, a walkway, or a garden. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

The following work is highlighted because it represents the particularly complex technical or design aspects of rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.

Recommended

Design for Missing Historic Features

Designing and constructing a new feature of the building, streetscape, or landscape when the historic feature is completely missing, such as row house steps, a porch, streetlight or terrace. It may be a restoration based on historical, pictorial, and physical documentation; or be a new design that is compatible with the historic character of the district or neighborhood.

Alterations/Additions for the New Use

Designing required new parking so that it is as unobtrusive as possible, i.e., on side streets or at the rear of buildings. "Shared" parking should also be planned so that several businesses can utilize one parking area as opposed to introducing random, multiple lots.

Designing and constructing new additions to historic buildings when required by the new use. New work should be compatible with the historic character of the district or neighborhood in terms of size, scale, design, material, color, and texture.

Removing nonsignificant buildings, additions, or streetscape and landscape features which detract from the historic character of the district or the neighborhood.

Although the work in these sections is quite often an important aspect of rehabilitation projects, it is usually not part of the overall process of preserving character-defining features (maintenance, repair, replacement); rather, such work is assessed for its potential negative impact on the building's historic character. For this reason, particular care must be taken not to obscure, radically change, damage, or destroy character-defining features in the process of rehabilitation work to meet new use requirements.

Not Recommended

Removing a feature of the building, streetscape, or landscape that is unrepairable and not replacing it; or replacing it with a new feature that does not convey the same visual appearance.

Not Recommended

Creating a false historical appearance because the replaced feature is based on insufficient historical, pictorial and physical documentation.

Introducing a new building, streetscape or landscape feature that is out of scale or otherwise inappropriate to the setting's historic character, e.g., replacing picket fencing with link fencing.

Placing parking facilities directly adjacent to historic buildings which cause the removal of historic plantings, relocation of paths and walkways, or blocking of alleys.

Introducing new construction into historic districts that is visually incompatible or that destroys historic relationships within the district or neighborhood.

Removing a historic building feature or landscape or streetscape feature that is important in defining the overall historic character of the district or the neighborhood.

HEALTH AND SAFETY CODE REQUIREMENTS

As a part of the new use, it is often necessary to make modifications to a historic building so that it can comply with current health, safety, and code requirements. Such work needs to be carefully planned and undertaken so that it does not result in a loss of character defining spaces, features, and finishes.

Recommended

Identifying the historic building's character-defining spaces, features, and finishes so that code-required work will not result in their damage or loss.

Complying with health and safety codes, including seismic codes and barrier-free access requirements, in such a manner that character-defining spaces, features, and finishes are preserved.

Working with local code officials to investigate alternative life safety measures or variances available under some codes so that additions to historic buildings can be avoided.

Providing barrier-free access through removable or portable, rather than permanent, ramps.

Providing seismic reinforcement to a historic building in a manner that avoids damaging the structural system and character-defining features.

Upgrading historic stairways and elevators to meet health and safety codes in a manner that assures their preservation, i.e., that they are not damaged or obscured.

Installing sensitively designed fire suppression systems, such as a sprinkler system for wood frame mill buildings, instead of applying fire-resistant sheathing to character-defining features.

Applying fire-retardant coatings, such as intumescent paints, which expand during fire to add thermal protection to steel.

Adding a new stairway or elevator to meet health and safety codes in a manner that preserves adjacent character-defining features and spaces.

Placing a code-required stairway or elevator that cannot be accommodated within the historic building in a new exterior addition. Such an addition should be located at the rear of the building or on an inconspicuous side; and its size and scale limited in relationship to the historic building.

Not Recommended

Undertaking code-required alterations to a building or site before identifying those spaces, features, or finishes which are character-defining and must therefore be preserved.

Altering, damaging, or destroying character-defining spaces, features, and finishes while making modifications to a building or site to comply with safety codes.

Making changes to historic buildings without first seeking alternatives to code requirements.

Installing permanent ramps that damage or diminish character-defining features.

Reinforcing a historic building using measures that damage or destroy character-defining structural and other features.

Damaging or obscuring historic stairways and elevators or altering adjacent spaces in the process of doing work to meet code requirements.

Covering character-defining wood features with fire-resistant sheathing which results in altering their visual appearance.

Using fire-retardant coatings if they damage or obscure character-defining features.

Radically changing, damaging, or destroying character defining spaces, features, or finishes when adding a new code-required stairway or elevator.

Constructing a new addition to accommodate code required stairs and elevators on character-defining elevations highly visible from the street; or where it obscures, damages, or destroys character-defining features.

ENERGY RETROFITTING

Some character-defining features of a historic building or site such as cupolas, shutters, transoms, skylights, sun rooms, porches, and plantings also play a secondary energy conserving role. Therefore, prior to retrofitting historic buildings to make them more energy efficient, the first step should always be to identify and evaluate the existing historic features to assess their inherent energy conserving potential. If it is determined that retrofitting measures are necessary, then such work needs to be carried out with particular care to insure that the building's historic character is preserved in the process of rehabilitation.

Recommended**Not Recommended****District/Neighborhood**

Maintaining those existing landscape features which moderate the effects of the climate on the setting such as deciduous trees, evergreen wind-blocks, and lakes or ponds.

Stripping the setting of landscape features and landforms so that the effects of the wind, rain, and the sun result in accelerated deterioration of historic materials.

Building Site

Retaining plant materials, trees, and landscape features, especially those which perform passive solar energy functions such as sun shading and wind breaks.

Removing plant materials, trees, and landscape features, so that they no longer perform passive solar energy functions.

Installing freestanding solar collectors in a manner that preserves the historic property's character-defining features.

Installing freestanding solar collectors that obscure, damage, or destroy historic landscape or archaeological features.

Designing attached solar collectors, including solar greenhouses, so that the character-defining features of the property are preserved.

Locating solar collectors where they radically change the property's appearance; or damage or destroy character defining features.

Masonry/Wood/Architectural Metals

Installing thermal insulation in attics and in unheated cellars and crawl spaces to increase the efficiency of the existing mechanical systems.

Applying urea formaldehyde foam or any other thermal insulation with a water content into wall cavities in an attempt to reduce energy consumption.

Installing insulating material on the inside of masonry walls to increase energy efficiency where there is no character-defining interior molding around the window or other interior architectural detailing.

Resurfacing historic building materials with more energy efficient but incompatible materials, such as covering historic masonry with exterior insulation.

Installing passive solar devices such as a glazed "trombe" wall on a rear or inconspicuous side of the historic building.

Installing passive solar devices such as an attached glazed "trombe" wall on primary or other highly visible elevations; or where historic material must be removed or obscured.

Roofs

Placing solar collectors on noncharacter-defining roofs or roofs of nonhistoric adjacent buildings.

Placing solar collectors on roofs when such collectors change the historic roofline or obscure the relationship of the roof to character-defining roof features such as dormers, skylights, and chimneys.

Recommended

Windows

Utilizing the inherent energy conserving features of a building by maintaining windows and louvered blinds in good operable condition for natural ventilation.

Improving thermal efficiency with weatherstripping, storm windows, caulking, interior shades, and, if historically appropriate, blinds and awnings.

Installing interior storm windows with airtight gaskets, ventilating holes, and/or removable clips to insure proper maintenance and to avoid condensation damage to historic windows.

Installing exterior storm windows which do not damage or obscure the windows and frames.

Considering the use of lightly tinted glazing on noncharacter-defining elevations if other energy retrofitting alternatives are not possible.

Entrances and Porches

Utilizing the inherent energy conserving features of a building by maintaining porches and double vestibule entrances in good condition so that they can retain heat or block the sun and provide natural ventilation.

Interior Features

Retaining historic interior shutters and transoms for their inherent energy conserving features.

New Additions to Historic Buildings

Placing new additions that have an energy conserving function such as a solar greenhouse on noncharacter-defining elevations.

Mechanical Systems

Installing thermal insulation in attics and in unheated cellars and crawl spaces to conserve energy.

Not Recommended

Removing historic shading devices rather than keeping them in an operable condition.

Replacing historic multipaned sash with new thermal sash utilizing false muntins.

Installing interior storm windows that allow moisture to accumulate and damage the window.

Installing new exterior storm windows which are inappropriate in size or color or which are inoperable.

Replacing windows or transoms with fixed thermal glazing or permitting windows and transoms to remain inoperable rather than utilizing them for their energy conserving potential.

Using tinted or reflective glazing on character-defining or other conspicuous elevations.

Enclosing porches located on character-defining elevations to create passive solar collectors or airlock vestibules. Such enclosures can destroy the historic appearance of the building.

Removing historic interior features which play a secondary energy conserving role.

Installing new additions such as multistory solar greenhouse additions which obscure, damage, or destroy character defining features.

Apply urea formaldehyde foam or any other thermal insulation with a water content or that may collect moisture into wall cavities.

NEW ADDITIONS TO HISTORIC BUILDINGS

An attached exterior addition to a historic building expands its "outer limits" to create a new profile. Because such expansion has the capability to radically change the historic appearance, an exterior addition should be considered only after it has been determined that the new use cannot be successfully met by altering noncharacter-defining interior spaces. If the new use cannot be met in this way, then an attached exterior addition is usually an acceptable alternative. New additions should be designed and constructed so that the character-defining features of the historic building are not radically changed, obscured, damaged, or destroyed in the process of rehabilitation. New design should always be clearly differentiated so that the addition does not appear to be part of the historic resources.

Recommended

Placing functions and services required for the new use in noncharacter-defining interior spaces rather than installing a new addition.

Constructing a new addition so that there is the least possible loss of historic materials and so that character-defining features are not obscured, damaged, or destroyed.

Locating the attached exterior addition at the rear or on an inconspicuous side of a historic building; and limiting its size and scale in relationship to the historic building.

Designing new additions in a manner that makes clear what is historic and what is new.

Considering the attached exterior addition both in terms of the new use and the appearance of other buildings in the historic district or neighborhood. Design for the new work may be contemporary or may reference design motifs from the historic building. In either case, it should always be clearly differentiated from the historic building and be compatible in terms of mass, materials, relationship of solids to voids, and color.

Placing new additions such as balconies and greenhouses in noncharacter-defining elevations and limiting the size scale in relationship to the historic building.

Designing additional stories, when required for the new use, that are set back from the wall plane and are as inconspicuous as possible when viewed from the street.

Not Recommended

Expanding the size of the historic building by constructing a new addition when the new use could be met by altering noncharacter-defining interior spaces.

Attaching a new addition so that the character-defining features of the historic building are obscured, damaged, or destroyed.

Designing a new addition so that its size and scale in relation to the historic building are out of proportion, thus diminishing the historic character.

Duplicating the exact form, material, style, and detailing of the historic building in the new addition so that the new work appears to be part of the historic building.

Imitating a historic style or period of architecture in new additions, especially for contemporary uses such as drive-in banks or garages.

Designing and constructing new additions that result in the diminution or loss of the historic character of the resource, including its design, materials, workmanship, location, or setting.

Using the same wall plane, roof line, cornice height, materials, siding lap, or window type to make additions appear to be a part of the historic building.

Designing new additions, such as multistory greenhouse additions, that obscure, damage, or destroy character-defining features of the historic building.

Constructing additional stories so that the historic appearance of the building is radically changed.

APPENDIX

Y



City of Naples – Planning Department
295 Riverside Circle
Naples, Florida 34102
www.Naples.gov/planning
Phone: (239) 213-1050
Fax: (239) 213-1045

Date Received

File Number

Staff Reviewer

HISTORIC STRUCTURE
DESIGN REVIEW APPLICATION *(Rev 6 Oct 2017)*

Architect: _____

Address: _____

City, State, Zip: _____

Telephone: _____ **Fax:** _____

Email: _____

Owner of Property: _____

Address: _____

City, State, Zip: _____

Telephone: _____ **Fax:** _____

Email: _____

Address of Subject Property: _____

Type of Work Proposed (check all that apply):

- Modification through preservation, maintenance, repair (Approaches #1-#3)
- New construction through reconstruction or replacement (Approach #4)
- New construction, resulting in broad visual integrity
- Demolition, resulting in non-contributing new construction
- Relocation

Is this an historic property located in the Naples Historic District?
(See the recognized National Register list.)

____ Yes, → _____ Year Originally Built

____ No.

____ No, the historic house is located outside of the Naples Historic District, but was individually recognized by the State Historic Preservation Office (SHPO).
Provide verification letter in the application package.

If the house is recognized as historic in or out of the District, do project modification estimates exceed 50% of the construction value of the house? *Current construction and real estate appraisal(s) must accompany the application package regardless of yes, no answer.*

____ Yes. I understand that since it's a recognized historic structure in the Naples Historic District or is located out of the District and was individually recognized as historic by SHPO, this project may be exempt from regulations governing floodplain and substantial improvements.

____ No.

What are the proposed changes going to achieve?

____ The homeowner wants to modify the historic house and maintain its historic integrity.

____ The homeowner cannot or chooses not to salvage the historic house, and so wants to demolish it and build new in the vernacular, keeping broad visual integrity.
(I understand floodplain regulations will apply.)

____ The homeowner will demolish the historic house and pursue a design that will be non-contributing to the Naples Historic District.

____ The homeowner understands the house with a non-contributing design may be subject to removal from the National Register of Historic Places.

Project Description (all buildings):

3.		Will the proposed work, when completed, maintain the significance of the Naples Historic District?
4.		Did the homeowner team carefully consider repair prior to replacing architectural elements on the house?
5.		Will the proposed work, when completed, retain distinguishing architectural characteristics?
6.		Will the proposed work, when completed, exhibit the recognized period of historic significance (1888-1967)?
7.		For new construction, will the proposed work, when completed, retain distinguishing architectural characteristics, recognize the historic period (1888 to 1967), and reflect a compatible design for new alterations and additions?
8.	Revise Tear down	If not approved as presented, will the homeowner team revise the plans or move forward with a tear-down?
9.		Will the proposed work, when completed, remove the historic house from the National Register list?
10.		Does the architect and homeowner team find this Historic Preservation Program process user-friendly? Call Naples Historical Society with comments.
11.		Is all of the required material included with this application?

Required Materials: Completed and signed application, appraisal, site plan, elevations of all proposed construction, exterior wall sections, photograph(s) of the pre-construction structure and adjacent structure(s), and details on the windows, siding, shutters, doors, gutters and downspouts, roofing, exterior porches, other items as deemed relevant to an exterior design review.

Signature, Architect

Date

Printed Name, Architect

Signature, Homeowner

Date

Printed Name, Homeowner

APPENDIX

Z

Overview of Naples Historical Society, Inc.

FEIN: 59-6166907

23 August 2017

Organizational Overview

Naples Historical Society, Inc. is a local 501c3 nonprofit organization that was established in 1962 (formerly known as the Collier County Historical Society, Inc.). Naples Historical Society, Inc. is our operational entity. We also have Naples Historical Society Foundation, Inc.

The Foundation, also a 501c3, and was established in 2009 with a separate Federal Employment Identification Number (FEIN) to house endowment funds. This corporation is for those who choose to contribute with a current gift, a pledge or through planned giving to the *Mary S. Smith Chairman's Council*. We have a solid endowment policy, and it is available upon request. The Board of Directors is the same for both Florida nonprofit corporations.

The Society's mission is to preserve Naples history and heritage for the community and future generations to enjoy. The strategy we employ to accomplish our mission is through the efficient production¹ of ten (10) educational programs and five (5) preservation initiatives (see also *What Do We Do?*).

The Society's flagship asset is also its Educational Headquarters -- **Historic Palm Cottage**TM. This 3,500 sq ft house-turned museum (which is Naples oldest house², built in 1895) is listed as a Landmark in the National Register of Historic Places (listed in 1982). The Cottage serves as a portal for tens of thousands of children, residents and visitors alike to appreciate and learn about Naples history.

A ½-acre property adjacent to the Cottage is a lovely garden, **The Norris Gardens at Palm Cottage**. This property was acquired in 2004 to protect the scale and charm of the Cottage and to prevent a parking lot or other construction inconsistent with the presence of Historic Palm Cottage. The Norris Gardens at Palm Cottage serves to tell the story of Naples history through the lens of a garden.

Administration & Archives, also referred to as 107 Broad, is located in another 3,500 sq ft contributing structure located ½-block north of the Cottage. This 2011 acquisition was made for three reasons: (a) to preserve an historic property, (b) to facilitate staff expansion, and (c) to pursue an Archival Development Project.

(continued)

¹ *Production* is a broad-based term that refers to the assessment, research, creation, implementation, servicing and evaluation of our initiatives and programs.

² Historic Palm Cottage was the second oldest house, but after the oldest house (1885) was moved outside of Collier County, the Cottage acquired the title of "oldest."

Background

Over the last 50 years, the Society worked toward accomplishment AND experienced austere complications (Society-driven and market induced).

It's been a challenge to save historic houses, a prominent community expectation, due to many reasons. Those include but are not limited to: an 11,000% increase in the county's population since the 1960s, a dramatic rise in the real property market, strong public opposition to preservation ordinance mandates, a lack of 'tools' needed (financial support and adequate professional leadership) to engage in historic preservation, and more. All of this ultimately caused total frustration in the community, and as a result, a general apathy for historic preservation emerged.

By 2002, the organization had declined to the point where its very survival was in question. Amidst all the apathy and frustration, Donald P. Wingard, seeing that the Society and the Cottage were failing, willingly stepped into the picture in 2002 to stop the hemorrhage and begin to restore public confidence.

In 2007, the Society hired Elaine L. Reed, now serving as President & CEO, who recognized a need to define and create an organizational infrastructure (Board and staff) that had long-term value to the community; build the Society and its brand; re-align its mission; generate greater community credibility with relevant preservation initiatives; assess, build and evaluate program; and demonstrate this through educational impact and community approval. Accomplishing this with two staff and a small budget was a perennial challenge.

In 2011, Mary S. Smith became the Society's Board Chair and with unprecedented charitable support, facilitated substantial organizational growth. With her endorsement and backing, the Society was able to expand staffing in order to deliver consistent, meaningful programming to the community. As a result, additional staff facilitated the exploration of other initiatives, including the Naples Historic District Initiative.

Naples Historical Society has re-built its reputation as a credible non-profit that is fiscally sensible, strategically sound, organizationally strong, and community supported.

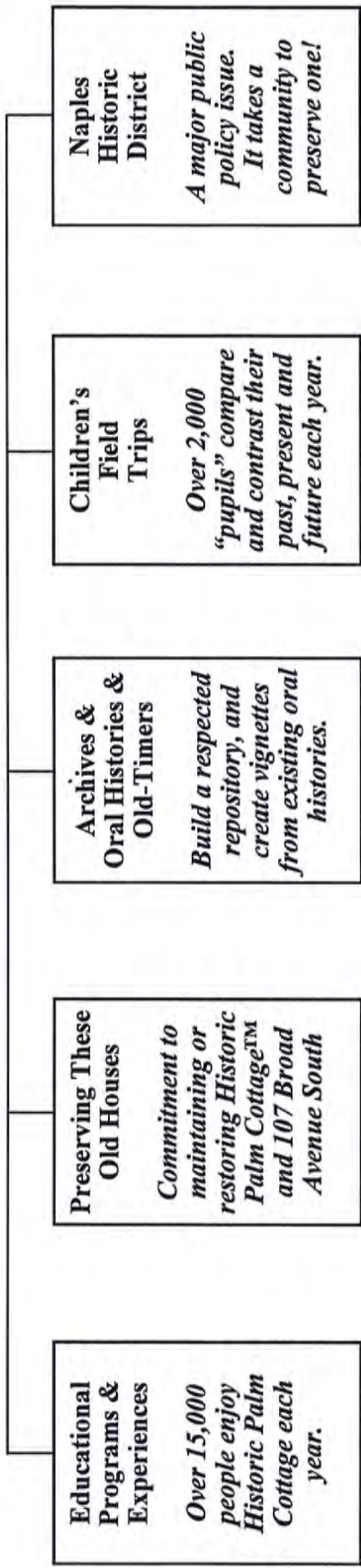
Our program and tour numbers are all excellent; we have built infrastructure for lasting sustainability, and we have \$5.7MM in the endowment thus far. We have a Board-approved 10-year plan (to 2027), plus a capital maintenance budget to 2030. We have NO debt of any kind.

To learn more about these statements and this project, we encourage you to visit Naples Historical Society's website, www.NaplesHistoricalSociety.org, and click on Naples Historic District to find a plethora of information on this project. Comments or questions are always welcome.

The community embraces our work, and *history* is an ever-present conversation in Naples now. In short, we are now known as the Central Voice of Naples History.

It Takes a Community to Preserve One!

Naples Historical Society, Inc.
The Central Voice of Naples History
What do we do?*



Naples History Tours
 Historic Palm Cottage
 Naples Historic District
 Private Tours
 Welcome to Naples!

Christmas at Palm Cottage

Garden Side Chickee Chats

Speaker's Bureau
Talk of the Town!

Beach Homes Books
 Cottages, Castles & the Families That Built Them

Capital Maintenance for two historic structures demonstrate a commitment to preservation

Archival Viewing Center
Community Repository
 Oral History Vignettes
Council of Longtime Friends

Pupils @ PC Field Trips
 4th & 5th Grade Children
 On-Site Presentations
 1st & 2nd Grade Children
Middle School Writing Project
Art in the Garden

Public-Private Partnership with the City of Naples
 Two Additional VIP Collaborations
 Bounty of Future Opportunities
 National Register, Florida State Historic Preservation Office, and The Secretary of the Interior

***Legend:**
 The boxes indicate our five (5) preservation initiatives. The ten (10) **bolded** items under each box represent an educational program that falls under that initiative. Additional outreach projects include YES! Ambassadors and Museum Rentals.

APPENDIX

AA



Mary S. Smith, Immediate Past Chair

Board of Directors, 2017 to 2018
Officers

Denny Glass, Chairman of the Board

Richard Prebish, Vice Chairman
Realtor, William Raveis Real Estate

Fred Wakelin, Treasurer

Elaine L. Reed, *Secretary Ex-officio*
President & CEO, Naples Historical Society

Directors

Joe Burke, CEO, Spec Consulting

Kaleigh Grover, Publisher, Naples Illustrated

Kristopher Kaltenborn, Northern Trust

Mark Klym, Attorney, Hahn Loeser

Charles Marshall

John F. Mayer, III

Darrin Phillips, Attorney, Phillips Law Firm

Richard Tooke

Elaine L. Reed, MPA
President & CEO
Naples Historical Society, Inc.
239-261-8164
EReed@NaplesHistoricalSociety.org



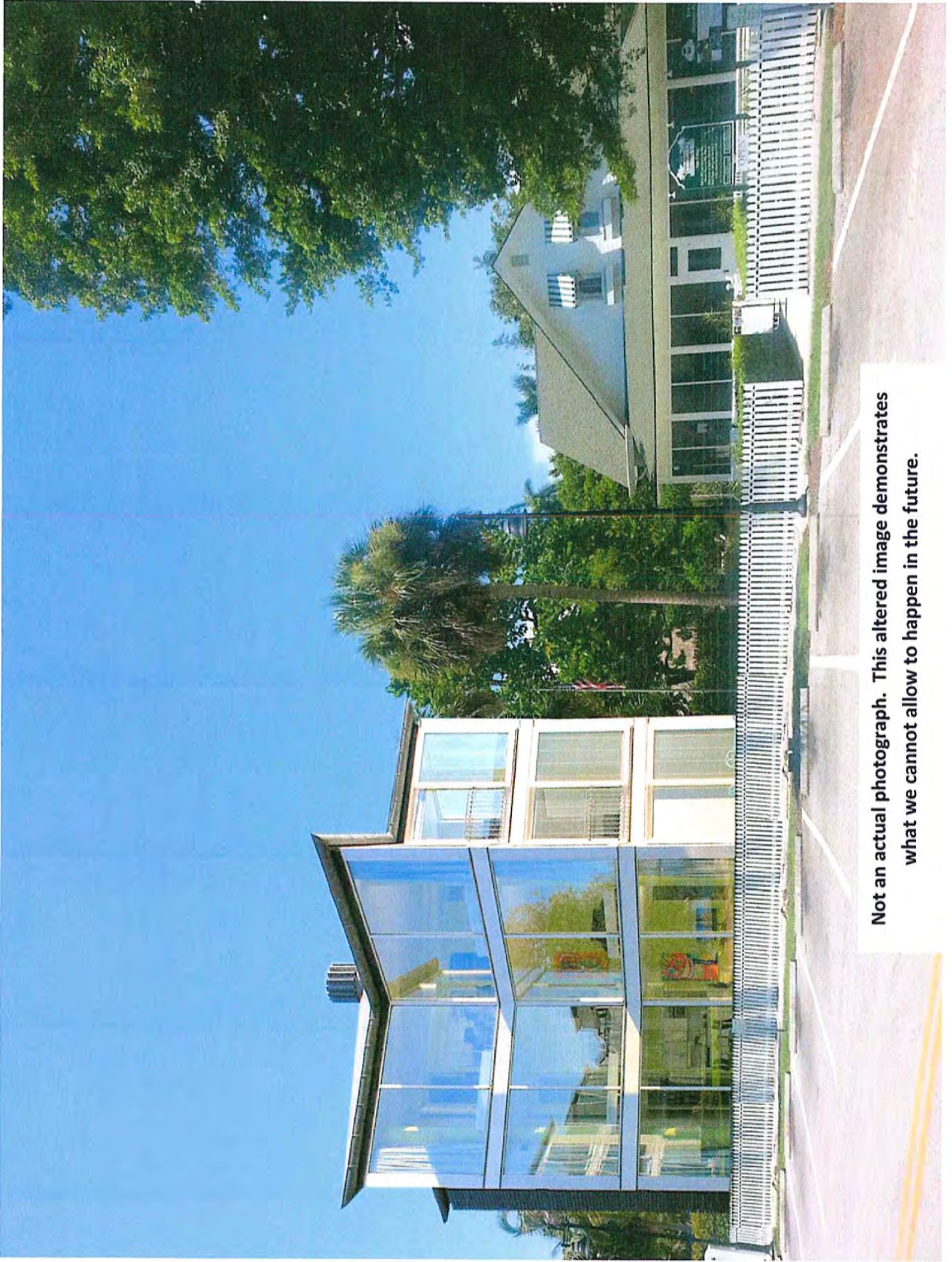
Elaine Reed, President & CEO of Naples Historical Society, possesses 25+ years of strategic marketing management and economic development experience in the U.S. private sector and on U.S.A.I.D.-funded non-governmental and nonprofit projects in Central and Eastern Europe and the former Soviet Union. While overseas she lived in Albania, Armenia, Hungary, and Ukraine.

Under Elaine's leadership (2007-present), Naples Historical Society has experienced unprecedented program and organizational growth. She recognized the need to define and create an organizational infrastructure that has long-term value to the community, re-align its mission, build the Society and its brand, generate greater community credibility with relevant preservation initiatives, and demonstrate this through educational impact and community approval. The Endowment was \$0 and is now over \$5.2MM.

Elaine's most recent significant contribution is the creation and execution of the Naples Historic District Preservation Initiative. This work considered the tumultuous 30-year history of preservation efforts in Naples, and was crafted based on a line of reasoning and insights that affirm the reality of the economic climate in the Naples' market. The initiative reflects the breadth of what truly constitutes historic preservation. This is a current work in process and needs the vocal support of the community in order to move forward.

She earned an MPA in Nonprofit Management from Hodges University and an undergraduate degree in Marketing from the University of Cincinnati. Her credentials include the original writing of a book called *The Art of Marketing*, which was translated and published for national distribution in Albania and other Eastern European countries. She also contributed to the publication of a U.S. college-based book to be used for case studies, *The Manatee vs. the Local Economy* (still sells on Amazon). Having owned a business for several years, she appreciates the demands of running a business, profit or nonprofit.

Currently, she is serving on the Historical & Archeological Preservation Board of Collier County; the Hodges University Johnson School of Business Curriculum Advisory Board, the Gulf Coast High School Engineering Advisory Board, and she volunteers for Junior Achievement. She is a graduate of Leadership Collier Class of 2013. Volunteering is a passion she encourages for everyone including her 15-year old son, Carter. Conversational in Italian and fluent in Albanian, she maintains her language skills with anyone willing to chat. Naples has been her home since first arriving in 1999.



Not an actual photograph. This altered image demonstrates what we cannot allow to happen in the future.

****END OF DOCUMENT****