



City of Naples

City Council Chamber
735 Eighth Street South
Naples, Florida 34102

Design Review Board Meeting – November 28, 2007 – 9:00 a.m.

Chairman Kukk called the meeting to order and presided.

ROLL CALL ITEM 1

Present:

Jonathan Kukk, Chairman
Eugene Martin, Vice Chairman
Madelin Bunster
Thomas Scangarello
David Suero

Also Present:

Adam Benigni, Planner
Brenda Blair, Technical Writing Specialist
David Humphrey
Matthew Kragh
John Passidomo
Eric Young

APPROVAL OF MINUTES ITEM 2

MOTION by Martin to ***APPROVE*** the October 24, 2007, meeting minutes as presented; seconded by Bunster and unanimously carried (Bunster-yes, Martin-yes, Scangarello-yes, Suero-yes, Kukk-yes).

CHANGES TO THE AGENDA ITEM 3

None.

..... ITEM 4

Petition 07-DRB28 – Consider an application for final design review for reconstruction of approximately 6,491 square feet of the clubhouse at the Naples Yacht Club located at 700 14th Avenue South. Architect David Humphrey, Humphrey Rosal Architects, presenting.

Notary Public Brenda Blair administered an oath to those intending to offer testimony; all responded in the affirmative. This being a quasi-judicial proceeding, Board Members offered ex parte disclosures to the effect that each had reviewed the documents provided, and had visited or were familiar with the site, except Member Suero, who indicated that he had viewed the site from his vehicle. Planner Adam Benigni noted that staff recommends approval and confirmed that the building footprint will remain the same except for the porte cochere (*an attached, covered entrance to a building projecting over a driveway to shelter passengers arriving in vehicles*) which will be slightly expanded. (It is noted for the record that copies of exhibits pertaining to this petition, including printed copies of electronic images, are contained in the file for this meeting in the City Clerk's Office.)

Architect David Humphrey utilized a computerized display consisting of site plans and color building elevations. He explained that this represents Phase 2 of the Naples Yacht Club master plan, which includes demolishing and rebuilding approximately 6,500 square feet within the

structural footprint except for a slightly expanded porte cochere at the entrance. Mansards (*a roof type with two slopes on each of the four sides, the lower slope being steeper than the other*) and parapets (*a low wall along the edge of a roof or balcony*) are being revised in order to provide equipment screening. He also indicated the following: the area currently under construction; the new widow's walk (*a small, railed observation platform atop a house*) area; increased detail over the entry; parapet height increase; raised porte cochere for emergency vehicle access; and mansard roof area. The flat roof will be maintained at the same level although some of the rooftop equipment will be replaced. This renovation creates a much more presentable façade to the neighboring community, Architect Humphrey said.

During discussion, Architect Humphrey confirmed that, to maintain the 10-foot setback, the subject portion of the structure will be rebuilt approximately 100 feet smaller since the original structure had encroached.

Public Input: (9:04 a.m.) None.

Architect Humphrey clarified for various members that all the materials match those used in Phase 1 and that no additional lighting is planned. Planner Benigni noted that the landscape plan included in the meeting packet is the only one associated with this phase. Architect Humphrey confirmed that the pool and deck in the rear will remain and is not associated with this phase of construction. He also characterized the landscaping along the northeast side as very dense, and said that pavers will be used in the vicinity of the porte cochere. Planner Benigni noted that the Board could request a more detailed landscape plan. With regard to future renovations, Architect Humphrey explained that the Club has not yet decided whether to move forward with Phase 3 (expansion of the lounge area); it was also determined that it would be more costly to renovate instead of demolish the kitchen area due to deterioration and the discovery of termites. Architect Humphrey further noted that the kitchen floor height will be increased and the roof renovations will be in compliance with FEMA (Federal Emergency Management Agency) elevations. Planner Benigni advised that the project meet all parking requirements which were addressed through the conditional use process during Phase 1. Chairman Kukk requested that a more detailed landscape plan for clarification purposes be a condition for approval to be reviewed by planning staff. Member Martin noted that the exterior materials to be used and the scale of the project are the same as Phase 1.

MOTION by Martin to GRANT final design approval of Petition 07-DRB28 with the stipulation that planning staff review the final landscape plan; seconded by Scangarello and unanimously carried (Bunster-yes, Martin-yes, Scangarello-yes, Suero-yes, Kukk-yes).

.....**ITEM 5**
Petition 07-DRB29- Consider an application for final design review for a unified signage plan for Naples Bay Resort located at 1484 Fifth Avenue South. Architect Matthew Kragh, AIA, Architectural Network Inc., presenting.

Notary Public Brenda Blair administered an oath to those intending to offer testimony; all responded in the affirmative. Board Members offered ex parte disclosures to the effect that each had reviewed the documents provided, and had visited or were familiar with the site, except Members Suero and Kukk, who indicated that they had viewed the site from their vehicles. In addition, Members Kukk and Martin noted conversations with the architect and other professionals; and Member Scangarello disclosed that he holds a partial interest in a unit at Naples Bay Resort but announced that he would participate in the proceedings.

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Planner Adam Benigni reported that the DRB approved the lighting plan the previous month at which time the sign plan had been continued to that day's meeting. Staff recommends approval subject to obtaining more details concerning the signage for the porte cochere (*an attached, covered entrance to a building projecting over a driveway to shelter passengers arriving in vehicles*) which had already been discussed with Architect Matthew Kragh; also a variance must be obtained from City Council for the types of signs being requested. (It is noted for the record that copies of exhibits pertaining to this petition, including printed copies of electronic images, are contained in the file for this meeting in the City Clerk's Office.)

Attorney John Passidomo, representing the property owner, utilized a computerized display of photographs and artist's renderings during an overview of the subject property. He explained that the DRB had been instrumental in guiding the design of the project which consists of 10.11 acres, 1,141 linear feet along Fifth Avenue South, 743 feet along the Gordon River, and a 1,672-foot boat basin. Uses include a marina, hotel, yacht club, restaurants with outdoor dining, retail-commercial uses, residential units, structured parking, wet slips, public waterfront access easements throughout the site, with all uses oriented toward the water. He also noted that the Code currently allows monument signs each 15 feet in height and 60 square feet in area (both front and back) along US 41, however, the petitioner is instead proposing signs along the wall fronting US 41.

Architect Matthew Kragh noted various professionals available to answer questions. He utilized the computer to display current photographs of the property, signage submitted with the meeting materials, and revised signage dated November 27, 2007. He explained that only four signs areas were then being proposed along the knee wall (*a short wall usually three to five feet in height*) fronting US 41. Parking for the hotel is located behind the knee wall below the porte cochere and all of the shops and restaurants are located on the bay side. Types of signs include ground, directional, pedestrian retail entry, tenant wall, retail building, and porte cochere wall. The commercial area will consist of small retail shops and restaurants, the anchor tenant (Bonefish Grill restaurant) is located on the rear corner of the building, and the stair tower will incorporate signage for this establishment. There are two entry ground signs, he said, each 30 square feet in size; knee wall signs; two signs on the turret (*a small slender tower emanating from the corner of a building*) for anchor tenant use; a series of pedestrian-oriented and wall signs visible from the boat basin; and porte cochere signage at the hotel entrance. With regard to the signs located along the knee wall, Architect Kragh explained that all will be the same color and configured in back-lit, reverse channel for uniformity and based on the ground sign criteria in the Code of Ordinances. Each of these signs is no more than 60 square feet in size, he added. The knee wall will be a bold brick color and every sign will be reverse channel, backlit in a cooler white, which will match the balustrades (*an entire railing system*). Some signage along the knee wall will have reverse channel, back-lit letters with neon inside while others will be three-dimensional letters applied to a painted acrylic panel that will have the paint removed approximately 3/4" around the letters in order for the light to shine from behind creating a halo effect, although constructed in such a way that is more feasible for smaller letters.

During discussion, Architect Kragh explained that the developer retains the right to place multiple tenant names per each 60-square foot sign area although it will be unified as to color, illumination, and style, but not fonts. He confirmed that the wall will have removable panels where tenant lettering will be placed and the wall itself will be hollowed out behind those panels in order to contain all the necessary mechanical components, regardless of whether the lettering

is reverse channel, backlit or three-dimensional. There will be one continuous sign band (single line of text) along the knee wall. Chairman Kukk suggested maintaining the same sign color, approximately the same scale for lettering, and approximately the same size for fonts. Architect Kragh subsequently recommended establishing a minimum and maximum height for letters and allowing only one line of text on the sign band. Member Scangarello gave an example of a local shopping center renovation where tenant signage detracted from the overall renovation since unique tenant trademark elements (logos, colors, and fonts) were allowed.

Chairman Kukk expressed concern that future signage approvals might not follow the parameters approved by the DRB that day, but Planner Benigni explained that the Code allows the City's Building Official to approve future signage and read the following into the record: "Regulations defining consistent standards for all signage on the parcel, containing a minimum of any three elements from the following list:

- a. Colors;
- b. Construction materials and type of construction;
- c. Lettering or graphic style;
- d. Location and placement of the signage on the buildings; and
- e. Method of illumination."

Member Scangarello suggested that the Board include specific limitations concerning future signage approvals in the motion that day instead of allowing latitude for others when making subsequent approvals.

Member Suero suggested locating the signage (fronting US 41) on the middle tier wall instead of the top wall with landscaping framing the installation instead of locating the signage above the landscaping. Chairman Kukk noted that the petitioner had previously indicated that landscaping is being used to conceal parking; he therefore requested clarification concerning City Council review of signage. Planner Benigni explained that the literal interpretation of the Code allows up to three monument signs; the development is however unique since it is also accessible by water. The Code, he further noted, does not address signage for the boating public traversing the waterway indicating that this property as a destination, nor does it address signage for vessels entering the development itself. Mr. Benigni also confirmed that wall mounted signs are allowed and that all tenants are located in the interior of the project.

Various Board Members noted that the signs fronting US 41 appear quite high when viewed from a vehicle. Architect Kragh explained that those wall signs cannot be classified as such since they are not affixed to a tenant space; in lieu of a literal interpretation of the Code, the intent is for that signage to comply with the ground sign criteria which is why square footages are slightly different (all under 60 square feet). He confirmed that the Code requirement for a minimum of 50 feet between ground signs had nevertheless been met. With regard to placing the signage on the middle tier wall, Architect Kragh explained that while he had considered that option, the signage must be on the upper level since landscaping cannot be placed above the signage. The plantings along US 41 will have a mature height below those signs eliminating the issue of trimming, and royal palms will be disbursed throughout the vegetation. Member Scangarello expressed concern that landscape maintenance personnel might over-trim the vegetation below those signs; Architect Kragh agreed with including a condition in the motion relative to the maintenance of that plant material (see motion below). He also confirmed for Members Martin and Bunster that the white perimeter around those particular signs is cast stone banding and that

there will always be the continuous brick color inside that banding; the reverse channel, back-lit lights will have white neon tubing inside the letters with an illumination spread of approximately three inches outward, and spot lights will be directed upward on tree canopies. Member Bunster said she felt that the wall where the signage and the landscaping will be located detracts from the overall sophistication of the project although she was not opposed to the request. Chairman Kukk suggested installing taller and denser landscaping in the areas between the signs, especially since there are sizeable expanses of blank wall between signs. Architect Kragh concurred and suggested possibly using climbing vegetation as well as vegetation with color. Member Suero said he felt that the signage could be placed on the lower tier in front of the landscaping while maintaining the same signage, detailing, and color, which would be a better location when viewed from vehicles traversing US 41.

Architect Kragh further explained that the design had been driven by maintaining that Fifth Avenue South theme. He then reviewed perpendicular pedestrian signage located along the arcade circling the interior along the bay where the entrances to the various shops are located; he also noted two signs on the turret (*a superimposed, small slender tower emanating from the corner of a building*), one for Bonefish Grill, and the other for a tenant yet to be determined. He also reviewed the details of the Bonefish Grill turret sign and portrayed examples of Bonefish Grill signs in other cities. He explained that the lettering is called day/night vinyl, which appears non-lit during the day but lighted at night. The Bonefish Grill turret sign will be visible when entering the property and a normal wall sign for the restaurant will be located on the water side; he also confirmed that the word "Grill" will be smaller in size on the turret sign but will be the same size as the word "Bonefish" on the wall sign fronting US 41. The signage on the other turret would be the same for the future tenant. He further noted that the turret signs must be approved by City Council since the Code states that wall signs cannot be more than 80% of the face of the building, however, there is no true dimension of 80% that satisfactorily applies in this instance. He clarified that the third floor was selected for the turret sign instead of the second because of the stairs and architectural massing and since it would provide adequate exposure so as to direct patrons to the restaurant.

Architect Kragh then reviewed the signage along the bay which he said was taken directly from the Code applying to the Fifth Avenue South Special Overlay District. Linear signs will be located over archways above tenant spaces. All signage will be the same height, and the light style is reverse channel, backlit; colors have however not yet been discussed. Member Scangarello noted that tenants can retain their own identities while maintaining certain similarities such as background and sign color, however, Architect Kragh explained that the wall is however the background for the signage, the building itself is painted multiple colors, and the letters will be applied directly to the wall. He clarified for Chairman Kukk that there is no intent for uniformity on the interior side of the building, so tenants may use unique sign colors and logos so long as the logo area does not exceed one foot, seven inches in size. Member Kukk concurred, but noted an exception on the northwest elevation since it is visible to bridge traffic. Architect Kragh also noted that there is a breezeway through that building (A1) and displayed the porte cochere signage for The Hotel, located on both sides, utilizing reverse channel, backlit gold letters. He then also noted the standard retail storefront glass graphic signage for tenant names, etc.

Public Input: (10:16 a.m.) None.

Planner Benigni noted that staff recommends approval. Member Martin complimented the signage, particularly in light of the fact that the complex was a large parcel, stating the belief that the installations will blend well with the landscaping. Chairman Kukk suggested that the Board address consistency issues in the motion. Member Suero praised the turret signage. Member Scangarello suggested considering the location of the signage along US 41 as presented with an addendum that the petitioner install additional plant material at a higher level to achieve a staggered effect when viewed from the street; otherwise, placing the signage along US 41 at a lower level with the landscaping as a backdrop should be considered. Chairman Kukk suggested that the signage fronting US 41 have only one line of text, letter size to be consistent, the lighting to be white, and the lettering should all be the same color. He said that he concurred with the request to strengthen the landscaping in conjunction with the signage fronting US 41.

Member Martin suggested considering interrupting the 26-foot-long signs into smaller increments and require the different tenants to maintain the same fonts. Architect Kragh noted that the intent was to create uniformity, but still allowing the tenants to change the font for individual branding. He suggested incorporating either one or two tenants per 26-foot long sign. Chairman Kukk said he felt that these are not ground signs, suggested that they be redesigned and submitted for a variance. He, however, agreed with the suggestion of separating the 26-foot-long signs into two, 12-foot panels with a gap instead of a 50-foot separation between the 26-foot-long signs.

Architect Kragh noted that in addition to the rule with regard to a 50-foot separation between signs, there are columns and balusters (*number of short vertical members often circular in section used to support a stair handrail or a coping*) along that wall to take into consideration. He suggested that he be permitted to work with planning staff on the size limitations relative to uniformity as the petition moves forward to the Planning Advisory Board and City Council. Chairman Kukk concurred, and suggested that the petitioner request permission for wall signs instead of attempting to conform to rules that do not apply. Architect Kragh clarified for Member Suero that the 60-square foot signage area will be hollow inside with cast stone banding around that area in order to maintain uniform signage in the future; he also noted that the developer maintains the guidelines for signage. He further explained that the area inside that cast stone banding will be the same bold brick color as the entire wall, and the cast stone banding will match the balusters (white); and those signs will be limited to within that cast stone banding.

Member Scangarello suggested limiting the trimming of the vegetation no lower than the cast stone banding at the bottom of the signs. Architect Kragh concurred, and further clarified that the depth between the wall where the signage will be located to the lowest knee wall is approximately 11 feet; he also concurred with the suggestion that the associated landscaping cannot be trimmed beyond a certain point.

MOTION by Scangarello to GRANT final design approval of Petition 07-DRB29 as submitted, except for the signs along US 41. Conditions of approval for the signs along US 41 are as follows: that no trimming of the vegetation occur below the cast concrete (bottom of sign band along US 41); that there be only one line of text; that signage must be consistent in size, but not in fonts; that no logos are to be permitted; that signage must be the same color; and that landscaping must be enhanced at a greater elevation in gap areas where no signs exist in order to interrupt the expanse of the wall. This motion was

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seconded by Martin and unanimously carried (Bunster-yes, Martin-yes, Scangarello-yes, Suero-yes, Kukk-yes).

Prior to the vote, Planner Benigni confirmed that the petitioner had addressed the porte cochere signage and the other comments in the staff report refer to standard conditions.

CORRESPONDENCE AND COMMUNICATION.....ITEM 6

The Board briefly discussed available dates for the January meeting; it was subsequently determined that the meeting would be held on Wednesday, January 30, 2008, at 9:00 a.m. Member Scangarello noted for the record that he would be absent in December.

ADJOURNMENT.....

10:34 a.m.

Jonathan Kukk, Chairman

Tara A. Norman, City Clerk

Minutes prepared by:

Brenda A. Blair, Technical Writing Specialist

Minutes Approved: December 21, 2007