OUR COMMUNITY’S VISION FOR THE FUTURE
WHO WE ARE

Naples is a community on Florida’s southwest coast along the tranquil waters of the Gulf of Mexico. Home to approximately 21,000 full time residents, the City encompasses 16.4 square miles extending from the Seagate Drive to the north to Keewaydin Island on the south and to the Naples Airport on the east.

Present-day Naples is the result of visionary planning efforts dating back to the Naples Town Improvement Company in 1886, followed by the incorporation of the Town of Naples in 1923 and the adoption of a City Charter in 1946. As the community has evolved, so have our plans and visions. In 1996, Naples City Council adopted a ten-year outlook entitled VISION 2005 Naples’ Key Challenge: Enhancing a Quality City, and in 2007 a vision was adopted entitled Preserving Naples: A vision plan to keep the best of the past while building a better community for the future.

As we enter a new decade, Naples remains at its heart a small town.

The residents’ vision for the future is based on the overarching goal to preserve our small town characteristics, our neighborliness, our easy pace of life, our charm, our water, and our beaches.
We envision Naples moving forward with a focus on community, where quality is instilled by design. The features that are valued by our residents will be our priorities for the future: our sense of place, natural beauty, extraordinary quality of life, healthy economy, and a high performing government.
In 2018, the Naples Planning Advisory Board (PAB) began a community-wide assessment of the 2007 Vision. A yearlong series of community workshops and online surveys conducted by Stantec culminated in written feedback, nearly 1,600 responses, and more than 1,500 comments. The survey revealed that the 2007 Vision goals, features, and issues listed to the right endured with rankings of high importance by 90% or more of survey respondents.

The PAB used the 2019 Vision Assessment Survey results to establish a foundation of goals, features, and issues in an interim report that was presented to City Council on October 2, 2019.

Naples 2020: Our Community’s Vision for the Future contains a Vision Statement, Priorities and Initiatives that are the manifestation of seven-word statements about Naples by workshop attendees, written comments by workshop and survey participants, and the foundational goals, features, and issues assembled by the PAB. This vision represents what matters most to people who love Naples and call it home.
Our Vision is driven by five Priorities: Place, Nature, Experience, Economy, and Governance. Each Priority has associated themes that are of high importance to residents. Initiatives are defined to address these themes as our community moves forward.

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OUR Place

PRESERVE SMALL TOWN CHARACTER AND CULTURE

We believe in maintaining and embracing the features that make Naples special: a town of residential neighborhoods, waterfronts, green spaces, boutique shopping areas, thriving arts, and friendly people.

THEMES FOR OUR PLACE

- SCALE OF DEVELOPMENT
- LANDSCAPING & SPACIOUSNESS
- HISTORIC ASSETS
- ZONING & BUILDING CODE ENFORCEMENT
- WALKABLE STREETS & TRAFFIC CALMING
**INITIATIVES**

**SCALE OF DEVELOPMENT**
- We support our pattern of predominantly low-rise buildings that are designed with open space and greenery, and that are sized to be comfortable for people and in scale with the surrounding community.
- We support the provision of resources and infrastructure to meet existing needs, and we support continued evaluation of our infrastructure’s adequacy to meet future needs.
- We will maintain the features of our shopping and dining districts that provide a unique sense of place, including the comfortable and safe walking environment, high architectural standards, and non-intrusive structures.

**HISTORIC ASSETS**
- Our City Pier, City Dock, Historic District within Old Naples, and historic buildings help convey the character of our community. We support the continued preservation, maintenance, and protection of these assets.

**LANDSCAPING & SPACIOUSNESS**
- Hallmarks of our community are the Gulf front ambiance and predominance of greenery. We will maintain the tradition of providing beach access, passive green spaces, natural green space, parks, and colorful landscapes throughout Naples in an environmentally sensitive way.

**ZONING & BUILDING CODE ENFORCEMENT**
- Our adopted plans and zoning code are blueprints for our community. We will ensure that any proposed additions or changes to the built environment adhere to our adopted plans and zoning code, and that standards for environmental responsibility are applied to construction activities.
- We will keep our plans and zoning code up to date to ensure they always reflect the values of our community and serve the interests of the residents.

**WALKABLE STREETS & TRAFFIC CALMING**
- Our streets will be scaled to accommodate opportunities for safe and comfortable walking and bicycling and calm vehicle flow.
- We will employ traffic management strategies for our major intersections with a focus on improving mobility and safety for pedestrians, bicyclists, and vehicles.
OUR Nature

ENVIRONMENTAL SENSITIVITY

We believe in the stewardship of our land and protection of our beaches, bays, river, estuaries, and lakes through education and investment that supports clean water, clean technology, and resilient coastlines.

THEMES FOR OUR NATURE

- WATER QUALITY
- BEACH & WATERBODY EROSION
- STORMWATER MANAGEMENT
- DRINKING WATER
- RECYCLING & WATER RECLAMATION PROGRAMS
- ENVIRONMENTAL ENHANCEMENT & MONITORING
INITIATIVES

RECYCLING & WATER RECLAMATION PROGRAMS

- We will maintain our recycling and water reclamation programs and improve them with available knowledge, technology, and resources.

WATER QUALITY

- Our natural environment is the cornerstone of our economy, and its preservation is an overarching priority for our community’s well-being and sustainability.
- Our Gulf beach, bays, and lakes are our community’s premiere assets and we will sustain their health for future generations.
- To address the threats of harmful algal blooms, we will provide for adoption, education, and enforcement of high water quality standards that strictly control detrimental impacts caused by human activity such as pollution generated by fertilizers, litter, and runoff.

ENVIRONMENTAL ENHANCEMENT & MONITORING

- We support evaluating plans for new vegetation based on the right tree, right place philosophy to protect and enhance the health of flora and fauna in our community.
- We support monitoring the health of our coastlines, water bodies, drinking water, urban forest, and habitats to inform the design and implementation of maintenance and enhancement programs.

BEACH & WATERBODY EROSION

- We will invest in programs for responsible renourishment and enhancement of the Gulf coast, bay, estuarine, and lake waters.

DRINKING WATER

- We will continue to invest in our potable water system to ensure the supply and distribution of Naples drinking water exceeds state and local capacity and quality standards.

STORMWATER MANAGEMENT

- New public and private stormwater management systems will be designed and older infrastructure improved, so that retention and treatment mimic natural systems.
OUR Experience

EXTRAORDINARY QUALITY OF LIFE FOR RESIDENTS

We value keeping our community safe, clean, healthy, and balanced with opportunities for living, working, enrichment, and play.

THEMES FOR OUR EXPERIENCE

- COMMUNITY FABRIC & THE ARTS
- COMFORT & PEACEFULNESS
- SAFETY
- CLEANLINESS
- AFFORDABILITY
- GREENSPACE, RECREATION & WATER ACCESS
We support the maintenance and creation of green spaces, parks, paths, trails, and access to the waterfront to provide connections to nature and allow for enjoyment of the outdoors.

Access to the beach will be maintained in a way that does not compromise the protection of this resource.

We will continue investing in maintaining a clean and manicured appearance of our community.

We support keeping the fabric of our community made up of families sharing in the warm weather, friendly people, and gentle pace of life.

We value the visual and performing arts facilities that enrich the lives of residents.

We will seek to maintain a cost of living that allows our community to be made up of people of all generations.

We will continue protecting the peace and quiet of residential neighborhoods from intrusive activities and from larger scaled development.

We seek to mitigate and control effects of noise from factors such as airplanes, lawn and construction equipment, and traffic.

We will manage conflicting interests of tourists and residents by prioritizing peace and comfort of residents.

We will balance the impacts of special events by assessing and managing the geographic locations and levels of activity associated with events so that the comfort and convenience of residents is maintained.
We value the businesses and health care industry that enhance our small town character as amenities that contribute to our collective success and well-being.

THEMES FOR OUR ECONOMY

- HEALTH CARE
- EMERGENCY SERVICES
- BUSINESSES
We aim to keep our economy vibrant by supporting local businesses that enhance our small town character.

We seek to maintain the established geographical diversification of commercial areas that are in scale with surrounding neighborhoods.

We support maintaining the distinct character and charm that distinguish our commercial districts as premier mixed-use environments for strolling, dining, and shopping for goods and services in scale with surrounding neighborhoods.

We will continue balancing the interests of businesses and tourism with the needs of residents.

We are proud to be a Blue Zone community and support initiatives that foster healthy lifestyles.

We support efforts to maintain and enhance medical facilities that make Naples a leader in health care.

We will maintain the closest unit fire response system to ensure protective care of life and property is provided by the closest available service provider.

We will continue to uphold and equip a Fire-Rescue Department comprised of highly qualified and trained emergency personnel.
OUR Governance

HIGH PERFORMING GOVERNMENT

We support our City government to be proactive, engaging, and responsive to ensure high levels and quality of service for current and future generations of residents.

THEMES FOR OUR GOVERNANCE

- ETHICS
- TRANSPARENCY
- INFRASTRUCTURE SENSITIVE TO THE LOOK & FEEL OF NAPLES
- ENGAGED & COLLABORATIVE WITH LOCAL & REGIONAL PARTNERS
INTERNATIONAL

TRANSPARENCY

We seek to have our city officials maintain strong connections with residents through regular engagement in both formal and informal settings.

ETHICS

Operation of our government is by the people and for the people, with ethics above all else.

We count on our government officials and decision makers to be fiscally responsible and to consider residents at the forefront of every decision.

INFRASTRUCTURE SENSITIVE TO THE LOOK & FEEL OF NAPLES

Infrastructure replacements or additions will be designed and constructed with sensitivity to neighborhood ambiance and to the environment.

We will evaluate the amount and location of vehicle parking for commercial, institutional and mixed-use districts so that comfort and convenience of residents is maintained.

We will continue evolving our transportation system with multimodal solutions to control congestion.

Our government will continue to proactively ensure our community is prepared and equipped for natural disasters and hazards.

We strive to facilitate undergrounding of powerlines for the future resilience and overall appearance of our community.

ENGAGED & COLLABORATIVE WITH LOCAL & REGIONAL PARTNERS

Our government will be engaged with community and regional partners to ensure a collaborative approach to addressing matters related to our environment, quality of life, and municipal assets.

We will have ongoing coordination and communication with adjoining jurisdictions so that potential impacts of activities proposed along City borders are identified and discussed to reduce impacts on the City.
The Making of Our Vision Statement

The Vision Statement asserts the long-term desires that the residents of Naples have for the future of their community in a succinct statement. Using the 2019 Vision Assessment Survey responses, the Vision Statement puts forth the overarching attitude of respondents that they have great affinity for the small town feel and the environment of Naples and that maintaining certain features is essential for Naples to remain a special place. Each of the attributes or features identified as making Naples special in the Vision statement relates to priorities identified in this Vision.

### The Making of Our Priorities

Five goals were established in the City’s 2007 Vision which were tested through the 2019 Vision Assessment Survey. The survey revealed that 90% or more of respondents considered the goals to be important for the City’s future. Due to the high degree of consensus that they remain relevant, the five goals are incorporated as the foundational elements of this Vision. To distinguish these goals from those of the City’s Comprehensive Plan that are prepared and adopted in compliance with Florida Statutes, this Vision represents them as the residents’ “Priorities” for the future.

<table>
<thead>
<tr>
<th>GOALS PER THE 2007 VISION</th>
<th>GOALS PER THE 2019 VISION ASSESSMENT SURVEY</th>
<th>PRIORITIES IN NAPLES: OUR COMMUNITY’S VISION FOR THE FUTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserve the City’s distinctive character and culture by maintaining the small town “feel and look” of the City</td>
<td>Preserve Naples distinctive small-town character and culture. This was important to 93% of 2019 Vision Assessment survey respondents.</td>
<td>Our PLACE: Preserve Small Town Character and Culture</td>
</tr>
<tr>
<td>Make Naples the green jewel of Southwest Florida</td>
<td>Make Naples the green jewel of Southwest Florida by protecting the natural environment through restoring Naples Bay, promoting community sustainability, and establishing more green space. This was important to 93% of 2019 Vision Assessment survey respondents.</td>
<td>Our NATURE: Environmental Sensitivity</td>
</tr>
<tr>
<td>Maintain an extraordinary quality of life for residents</td>
<td>Maintain an extraordinary quality of life for residents through improving City amenities for residents, enhancing community health, mobility and public safety. This was important to 92% of 2019 Vision Assessment survey respondents.</td>
<td>Our EXPERIENCE: Extraordinary Quality of Life for Residents</td>
</tr>
<tr>
<td>Strengthen the economic health and vitality of the City</td>
<td>Strengthen the economic health and vitality of the City by maintaining the viability of local businesses. This was important to 91% of 2019 Vision Assessment survey respondents.</td>
<td>Our ECONOMY: Economic Health and Vitality</td>
</tr>
<tr>
<td>Maintain and enhance governance capacity for public service and leadership</td>
<td>Maintain and enhance governance capacity for public service and leadership through enacting strategies to ensure a well-run local government and providing leadership on larger issues that impact the quality and future of Naples. This was important to 90% of 2019 Vision Assessment survey respondents.</td>
<td>Our GOVERNANCE: High Performing Government</td>
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The Making of Our Initiatives

Fourteen features that attracted people to Naples and that residents wanted to maintain were listed in the City’s 2007 Vision. Eight major issues were also listed in the 2007 Vision based on input received as part of the visioning process. The 2019 Vision Assessment Survey tested the importance to residents of those features and issues. Nine features and three issues listed below were affirmed with 90% or more of respondents considering them to be important to the City’s future.

<table>
<thead>
<tr>
<th>FEATURES PER THE 2007 VISION</th>
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<tbody>
<tr>
<td>High quality image of the City</td>
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<tr>
<td>Beautiful accessible beaches</td>
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<tr>
<td>Beautiful landscaping</td>
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<tr>
<td>Excellent medical facilities</td>
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<tr>
<td>Peaceful small town atmosphere</td>
</tr>
<tr>
<td>Feeling of non-pretentious charm, substance</td>
</tr>
<tr>
<td>Friendly place, friendly people</td>
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<tr>
<td>Values and ethics of people</td>
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<tr>
<td>Quality of City services</td>
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<tr>
<th>ISSUES PER THE 2007 VISION</th>
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</thead>
<tbody>
<tr>
<td>Transportation and congestion</td>
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<tr>
<td>Water quality of beach and bay</td>
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<tr>
<td>Downtown redevelopment</td>
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</table>

Due to the high degree of consensus that these themes remain relevant, they were the basis of the Initiatives included in this Vision. The language of the Initiatives was developed using the written responses provided as part of the 2019 Vision Assessment Survey. Initiatives were refined based upon input received through the public hearing process of the PAB in January and February 2020. To convey that the features and issues of importance are actionable items, this Vision represents them as the residents’ “Initiatives” for the future.

The foundational Vision Statement, the Priorities, and the related Initiatives together document the ideals of residents, providing a framework to guide the City into the next decade and beyond. *Naples 2020: Our Community’s Vision for the Future* is a tool to be used so that decisions, policies, and work plans align with what matters most to residents.
ACKNOWLEDGMENT

This document is the result of the thoughtful contributions of all participants throughout the vision assessment and drafting, with the commitment of Naples Planning Advisory Board including Chairman David Feight, Vice Chair Thomas McCann, and members John Cross, Chae duPont, Thompson Dyke, Thomas Koenig, Mitchell Norgart, and Bruce Selson, and under the direction of City Council members Mayor Bill Barnett, Vice Mayor Gary Price and members Reg Buxton, Ray Christman, Terry Hutchinson, Michelle McLeod, and Ellen Seigel.

This process was facilitated by Stantec and Johnson Engineering, Inc., with assistance by City staff.
Visit the City of Naples website at www.naplesgov.com
For more information about this Vision, visit https://www.naplesgov.com/planning/page/vision-assessment-survey-results