



THE DESIGN REVIEW BOARD

Preliminary: Final: Pre-Application Meeting Date: August 3, 2021

Project Name: Renovations and Additions to the Naples Players Theatre

Architect/Petitioner: David M. Corban, AIA, LEED ap

Firm: David Corban Architects, pllc

Address: 1042 Sixth Ave. North, Naples, FL 34102

Phone: 239.234.2500 Email: dmc@davidcorban.com

Property Owner: City of Naples, FL (land) The Naples Players (building)

Address: 701 Fifth Ave. South, Naples, FL 34102

Phone: 434.7340 Email: balexander@naplesplayers.org

Address/Location of Subject Property: 701 Fifth Ave. South, Naples, FL 34102

Size of Parcel: 37,500 sf 0.86 acres

Legal Description: SEABOARD REPLAT T 8 BLK 16 N 150FT & THAT PORTION OF SEVENTH ST LYING S OF THE S R/W LI OF FOURTH AVE S & N OF THE N R/W LI OF FIFTH AVE S

Existing Zoning: Planned Development

Total Number of New Dwelling Units: Not a residential project

Total Square Footage of New Non-Residential Uses: Existing Building Area - 28,557 sf / Total building area proposed - 39,501 sf / Area of addition – 10,944 sf

Public Art: Not Applicable Placement On-site
 Contribution to Fund (\$1/SQ FT): _____

Petition Request and Summary of Facts:

The existing Naples Players Theatre (TNP) was constructed in 1998 on what was formerly the 7th Street ROW. The placement of the Theatre in this location was the vision of Andres Duany as part of his reimagining of Fifth Avenue in the early 1990's.

Duany felt that an important civic facility on this site would be important to the revitalization of Fifth Ave. South. The Naples Players were selected to locate their operation here and the beautiful Sugden Theatre was built. In the last 23 years, the Naples Players Community Theatre has been an important part of the revitalization of the street, drawing residents and visitors to Fifth Avenue and its businesses.

The Naples Players have grown into and now are growing out of the facility. The theatre has been operating at 100% capacity for years. The Kidz Act program which was not even considered 20 years ago is now a very successful and nationally recognized program providing instruction and opportunities to the youth of Collier County no matter their financial situation. Earlier this year, TNP was tabbed by Collier County Schools to provide theatre instruction for half the county's Middle and High Schools.

In the last 23 years, the technology supporting the community theatre world has drastically changed, from amplified sound, digital technology, LED stage lighting, acoustics, projection to life safety the current systems at the theatre are woefully antiquated.

The Naples Players are also concerned with their facility in relation to resiliency and sustainability. The current building is less than a mile from the beach and was built prior to many of the current hurricane codes. The proposed improvements will strengthen the building with current hurricane protection technologies such as impact glass. New systems including an ultra-efficient AC system, LED lights and high performing glass will drastically decrease energy usage and will be an important part of the goal of making the Naples Players Theatre a LEED Gold building.

As costs have gone up for the theatre the only way to increase revenue without drastically raising ticket prices is to add seats. Our design adds a 100 seat theatre for Kidz Act and adds a 140 seat second floor balcony to the main theatre space. In order to add the second floor balcony, a second floor lobby and amenities will need to be added, displacing many of the existing second floor spaces. We are making changes to the existing ground floor lobby to improve functionality.

Standards and Criteria

Section 50-241 of the Land Development Code provides that the following standards and criteria shall be considered by the Design Review Board and by Administrative Staff when reviewing petitions for Design Review pursuant to Chapter 2, Article V, Division 4 of this Code. Please explain how the project will meet the guidelines, standards and criteria by addressing the following:

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

Although there is very little site work contemplated for this project and for the most part, the existing building is the site, what work we propose on the site will be of the highest quality. Along the 4th Ave. North ROW and the pedestrian alley between the Theatre and Yabba's we propose new landscaping, hardscape and seating areas. As part of the forthcoming stormwater management plan, we see these areas acting as rain gardens or bio swales.

The architectural design of the proposed additions will vastly improve the existing north façade, changing it from "back of the building" to a very attractive major façade.

On the south side of the building we are proposing no changes to the iconic façade and outdoor stage facing the Fifth Avenue Plaza.

All new lighting for the project will be high quality LED with minimal spillage beyond the face of the building. Pedestrian pathways will be properly lit.

2. The proposed building or structure is of a quality and appearance that:
 - a. Is consistent and compatible with the surrounding neighborhood structures; and
 - b. Does not cause the local neighborhood or environment to depreciate materially in appearance or value.

We are proposing little change to the existing appearance of the Naples Players building except for changes on the north side of the building.

The north side of the existing building is the least attractive side of the building as it has been historically considered the "back door." Our proposed design changes that, bringing activity to the north side of the building with an entrance and lobby to the Kidz Act Theatre and placing large amounts of glass and outdoor space at the level above the street. These changes to the 4th Ave. South façade will greatly improve the existing streetscape and will be compatible with likely redevelopment along that corridor.

On the south side, facing the Fifth Ave. Plaza, we are proposing no changes that will impact the iconic outdoor Baker Stage, the face of the Naples Players.

3. The project's scale, and the size, color and proportion of building elements, components, and materials are appropriate and harmonious with surrounding neighborhood structures.

The proposed additions to the Naples Players Theatre will be in scale and proportion with the Fourth Ave. South garage to the east and to the Inn on Fifth to the west. Portions of the existing theatre are as tall as 68' above grade. None of our work will approach that height.

With large expanses of glass, recessed balconies and the use of high-quality materials such as stucco, high-performance composite rainscreen, natural wood and high-performance glass, the north façade will be designed to meet the standards for buildings facing Fifth Ave. South.

Along the south, west and east sides, we are proposing no changes to the existing scale or proportions of the existing structure.

4. Appropriate building materials are being used. The use or employ of any of the following is generally considered inappropriate and will not be permitted unless appropriately integrated into a project meeting all other criteria, including aesthetic criteria, of this article:
 - a. Corrugated metal siding;
 - b. Fiberglass shingle roofing;
 - c. Prefabricated metal buildings or their components;
 - d. Primary colors or black;
 - e. False windows or doors;
 - f. Unmodified formula and trademark buildings and structures; and
 - g. Buildings and structures that are visually intrusive and inconsistent with the character of the neighborhood or of the community.

We do not propose to use any of the materials listed as inappropriate.

Although the final pallet of colors and materials have yet to be selected, we foresee the exterior materials to include: Stucco, composite metal panels (material used at the Bentley dealership), glass, natural wood, glass rails and architecturally finished concrete.

5. The scale of ground floor elements of the project are consistent with pedestrian scale, where appropriate, depending on its location.

Along the new north façade, we will be adding a structural awning over the new entry door at street level.

Along the west façade, we will be replacing a large expanse of solid wall with glass curtain wall. This change will greatly improve visual interest for the pedestrians. With the proposed change, pedestrians walking past will be able to see into the lobby, making the lobby more a part of the streetscape.

Although not part of this preliminary review, our site plan and landscape plans will include activated outdoor space at the pedestrian level, including seating, lighting and rain gardens.

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

Maybe the most scenic view on Fifth Avenue is that of the Fifth Avenue Plaza looking from the street towards the Baker Stage. Our design maintains this view without change.

On the west side of the building, facing an alley and the Inn on Fifth, our changes will improve the view. We propose to change the west wall of the lobby from a solid wall to a completely glass wall opening up new scenic views into the improved two-story lobby.

Our changes to the building on the north side will have no adverse impact on existing views or vistas but will improve the quality of the views.

7. The project appropriately integrates landscape elements into the site plan and building design. Plantings shall be of a size to give the appearance that the project is settled into a mature landscape. Pedestrian areas on or at the edges of the project site shall be sheltered by shade trees.

Because for the most part, the footprint of the building represents the limits of the site there is not much opportunity for landscaping.

However, there are opportunities for landscaping and hardscaping in the Fourth Ave. South ROW and in the alley adjacent to Yabba's.

Although landscape architecture and civil engineering are not part of this preliminary DRB package, we do intend to improve the existing landscape and hardscape through the use of permanent seating and attractive means of stormwater management.

8. The design of the building is appropriate to its function.

Yes

The placement of the new spaces is the result of an exhaustive review of the existing facility with Naples Players staff and the theater consultants.

The major new function impacting the exterior of the building is the new Kidz Act Theatre. The location was selected so that it can have an entrance separate from the main lobby, as events will occur at times when main lobby and theatre are not in use. The new entrance is adjacent to the existing drop off area so it is convenient for parents picking up and dropping off children.

The north side of the building is the only place where we could place the new theatre.

- The southeast side of the building is already three stories in height, meaning placement of the theatre here would result in a structure taller than the existing fly tower.
- The south side of the building is the outdoor Baker Stage. Due to iconic stature and importance to the Fifth Ave. Streetscape we do not think it is appropriate to significantly alter this part of the building.
- The west side of the building is the two story lobby. Due to the expanse of the lobby, it is not structurally feasible to place the new structure here.
- East side has the fly Tower.

The north side of the building has existing structure which can be altered and used to support the new theatre. The spaces accessory to the new theatre can be placed over the top of existing spaces. This is also the best option for a design that results in the lowest possible profile for the addition. Placement on the north side allows us to improve an existing façade considered by many to be an eyesore.

9. The project is climatically responsive.

Yes

By building on the north side of the existing structure, we are able to open up large areas of glass providing desirable natural daylight into spaces. In South Florida, the north side is best for glass due to there being very little direct sunlight, reducing glare and heat gain.

Part of the renovations include replacement of the existing DX air conditioning system with highly efficient air-cooled chillers. All windows will be replaced with Low-E, insulated glass and all new lights will be LED. (existing lights were retrofitted with LED five years ago)

We plan to make this a LEED Gold certified building.

The Naples Players is a Green Business, certified by the City of Naples.

10. Primary entrances to all buildings provide direct and convenient access from main streets and on-site parking areas.

Yes,

The new Kidz Act entrance on the north side of the building is adjacent to Fourth Ave. South and the existing vehicular pick-up and drop-off area. We are adding a secondary entrance to the main lobby near the vehicular pick-up and drop-off area in response to the fact that a large number of patrons take advantage to the free valet parking on Fourth Ave. South.

11. Signage and other building appurtenances are integral components of the building, appropriately scaled, and consistent in character with the building's overall design.

Yes,

Signage on the north side of the building where work will be taking place will consist of Naples Player Logo and Kidz Act logo likely back lit. Other elements such as hand rails, door pulls and lighting will be considered and selected to work with the updated theme of the theatre and Fifth Ave.

12. The project incorporates defensible space concepts of Crime Prevention Through Environmental Design (CPTED).

Yes,

We feel our proposed design will improve the CPTED compliance of the theatre and surrounding pedestrian areas. Our improvements on the north side will make this more of a front door to the theatre than its current configuration. New glass doors, windows and second floor balcony will increase surveillance of the area, providing “eye on the street.” Along the west side of the building, a wall that is currently solid and opaque will now be a glass curtain wall, allowing those inside to see the activity along the alley and provide surveillance.

No elements, building or landscaping are being added that increase the likelihood of someone being surprised. Outdoor spaces will be well lit.

13. The proposed development is in conformity with the effective guidelines and standards adopted pursuant to this article and all other applicable ordinances.

Yes,

Though Civic Buildings within the Fifth Avenue South Special Overlay District are not subject to district rules governing building placement and height, our design does consider the scale of adjacent buildings and is placed along the same property lines.

Our design does abide by the Fifth Ave. overlay rules relating to uses and Architectural standards.