

Elaine Reed

From: Elaine Reed <ereed@napleshistoricalsociety.org>
Sent: Tuesday, February 14, 2017 3:56 PM
To: 'Robin Singer'
Cc: 'Bill Moss'; Bill Barnett; 'Linda Penniman'; 'Ellen Seigel'; 'Reg Buxton'; 'dfinlay@naplesgov.com'; 'Michelle McLeod'; 'ssaad@naplesgov.com'
Subject: Vision Plan Commentary - Naples Historical Society

TO: Robin Singer, Planning Director
cc: City Manager and City Council

The Vision Work Plan Workshop yesterday was interesting, and I appreciated the opportunity to comment. We certainly understand the essence of managing time, but three minutes is never much! My note is to follow-up on a few Objectives and Policies in the Vision Plan to ensure an understanding of Naples Historical Society's perspective. This is intended for consideration as you work through its finalization.

Objective 4, Policy 4-2: This regards signage, we agree with the general consensus achieved during the working session. We are pleased to continue participating in the wayfinding meetings.

Objective 5: *Develop strategies to protect historic resources while not inhibiting private property rights.*

While the Society has spearheaded the research and recommendations associated with this District Initiative, we believe the implementation of the project should be noted as well (that helps to define ultimate responsibility). Also, since our project proposal takes into account the City's CRS rating as a factor that indirectly impacts preservation, it may be useful to modify that Objective as follows:

Develop and implement strategies to protect historic resources while not inhibiting private property rights, nor weakening the City's community rating grade.

Objective 5, Policy 5-1: *Review and revise the City's list of contributing structures.*

Since the City's list of contributing structures is an acknowledgement of the list with formal review and approval from the State Historic Preservation Office, and subsequently, the National Register of Historic Places, it would seem reasonable to modify this sentence as follows:

Review and revise the City's list of contributing structures in conjunction with the State Historic Preservation Office and the National Register.

Objective 5, Policy 5-2: *Incentivize remodeling and renovation by amending the criteria and standards for variances and the expansion of non-conformities and inform property owners of existing incentives.*

Encouraging the use of incentives to remodel or renovate is one form of preservation activity. Although you already have "inform property owners" in this policy, the Society advocates a more comprehensive approach, as with a community educational strategy to get the word out about preservation options. Based on our collective project work on the District Initiative, this could change to:

Re-evaluate historic preservation activities and continue to educate property owners and other stakeholders in the community about the benefits of preservation and rehabilitation options available in an attempt to alleviate teardowns.

Objective 5, Policy 5-3: *Provide educational materials on Naples' history and the benefits of historic preservation.*

You mentioned during the Vision Plan review yesterday that the Society handles much of this. I want to be clear that the Society is handling the educational basket for Naples history, but we are hopeful the City of Naples will invest in and hold the responsibility for advocating for preservation and informing the community about the benefits of historic preservation. While the Society started this effort, and we will continue to work with the City on the presumed rollout of this preservation program, we believe leading the historic preservation effort for the long-term should come from the City. A suggested revision would be:

Provide educational materials on the benefits of historic preservation.

Objective 13, Policy 13-1: This regards flexibility in zoning, and we agree with the general consensus because of the phrase "voluntary historic preservation," which we believe must remain in that policy statement.

Objective 18, Policy 18-2: *Insure that level of service demands for new development and redevelopment are maintained.*

Given the Society's position that the City take the greater responsibility for managing historic preservation as has been proposed in the long-run, it would seem reasonable to believe that this policy would suggest the need for a dedicated preservation professional.

Robin, for about eight years, I consulted in economic development in Eastern Europe and former Soviet Union; re-assessing vision plans was part of the deal. They are never easy, but it's worth it in the end when the community feels it can weigh in like this. Thank you for reading this; I look forward to seeing this to fruition. Comments or questions are welcome.

Regards,

Elaine L. Reed, MPA

President & CEO

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