



POSITION PAPER: ONE NAPLES

The Issue

The One Naples planned development is located at the northeast corner of Vanderbilt Beach Road and Gulf Shore Drive. Stock Development cobbled together the 3.6 acres of commercially zoned properties for \$19.7 million. The Stock plan is to build a 21-story structure that will encompass an 18-story/300 unit condominium and a 3-story parking garage to accommodate at least 600 cars. Additionally, there will be an unspecified amount of commercial development and parking areas surrounding the tower and a marina.

How It Affects You

This proposal violates Collier County's Growth Management Plan and current property zoning. The added density, intensity and traffic that would occur if the plan goes forward will impact the current lifestyle enjoyed by Vanderbilt Beach residents and visitors. Community character is an important development determiner. Do not be misled when the current District Commissioner tells you Stock could build a Home Depot on the land. Developers do not spend \$19.7 million on land only to build a retail store. They do not want this project to fail.

My Position

Collier County has a Growth Management Plan and a Land Development Code in place. We need to abide by these and stop allowing exceptions, exemptions, deviations and unnecessary rezoning for the sole purpose of exceeding the current entitlements, which put more money in the pockets of developers. We need growth that is thoughtful and takes into consideration the needs and character of our existing community. Smart Growth policies are just that...policies that are smart! This is a project that cries out for reconsideration in light of existing zoning and our Growth Management Plan. Redevelopment in this area can be beneficial but only if it adheres to community needs and character. If ever Smart Growth policies should come into play, this property should become a prime example.