

United States Department of the Interior  
National Park Service

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National Register of Historic Places  
Registration Form

NOV 20 1987

NATIONAL  
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Naples Historic District

other names/site number N/A

2. Location 9th Avenue South (north); 3rd Street (east);

street & number 13th Avenue South (south); Gulf of Mexico (west). N/A not for publication

city, town Naples N/A vicinity

state Florida code FL county Collier code 021 zip code 33940

3. Classification

Ownership of Property

- private
- public-local
- public-State
- public-Federal

Category of Property

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

Contributing	Noncontributing	
<u>67</u>	<u>26</u>	buildings
		sites
		structures
		objects
		Total

Name of related multiple property listing:

N/A

Number of contributing resources previously listed in the National Register 1

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria.  See continuation sheet.

Signature of certifying official

Date

Division of Historical Resources, Florida Department of State  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria.  See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

- entered in the National Register.  See continuation sheet.
- determined eligible for the National Register.  See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

Michael Byrne National Register

12/17/87

Signature of the Keeper

Date of Action

## 6. Function or Use

Historic Functions (enter categories from instructions)

Domestic: Single Dwelling

Commerce: Business

Current Functions (enter categories from instructions)

Domestic: Single Dwelling

Commerce: Business

## 7. Description

Architectural Classification  
(enter categories from instructions)

Bungalow

Colonial Revival

Mediterranean Revival

Other: Frame Vernacular

Materials (enter categories from instructions)

foundation Brick

walls Weatherboard; shingle

Stucco

roof Asphalt

other Wood porch

Describe present and historic physical appearance.

The Naples Historic District is located in the southwestern portion of the City of Naples in Collier County, Florida. The district includes sixty-five historic single family residences, two historic commercial buildings and twenty-six non-contributing buildings. The district developed over a fifty-year period beginning in 1887 and waning about 1937. Development did not occur constantly over this period, but in three periods including the initial settlement from 1887 to 1889, another growth period from 1910 to 1918, and the last from 1922 to 1937. The district is almost exclusively residential in character and is in excellent condition.

The area comprising the district is a portion of a large plat of the "Town of Naples" laid out by the Naples Company in 1887. The plat was an ambitious plan to develop several square miles of land into neatly laid out streets and avenues, with a pier and commercial core at the center. Outlying lots were larger and were planned for fruit and vegetable culture. Development during the first twenty-five years of a rigorous marketing program by original and subsequent owners of the project resulted in a small concentration of homes and businesses surrounding the pier with much of the outer areas being developed only in recent years.

A key element in the development of Naples is the unique feature of its Gulf front beach. Naples is the only major Florida west coast town located directly on the Gulf. The beach forms a key historic and natural link along the western boundary of the district. The beach is essentially a public thoroughfare with many of the largest buildings constructed on a low bluff between Sixth Avenue South and Fourteenth Avenue South. Several structures are, in fact, built in the middle of blocks facing the beach with no direct frontage on the side streets. The development of Naples proceeded along the beach and inward, always with a beachfront focus. For this reason, the beach forms a continuous link between the historic properties of the district along its western boundary.

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The earliest buildings in the district are simple, frame vernacular cottages which exhibit small hints of Queen Anne and Stick style influences. The Haldeman House, located on the beach at Twelfth Avenue South, is typical of these buildings. The house features a long, single side plan with steeply pitched roofs. The gable ends contain turned spindlework and shingled areas. Verandas extend around the house for shade and cooling. Other buildings display board and batten exteriors, such as those at 38 Broad, 53 Broad, and 60 12th Avenues.

Buildings inspired by the Colonial Revival style are also found in the district. The Colonial Revival style developed in America after the turn of the century as a conservative trend associated with the east coast. The style involved the revival of architectural forms from the American Colonial period. Various elements from the Adams, Federal and Georgian styles were combined to create a new style which became popularized by mail order plans and home magazines. In Naples, Colonial Revival buildings are usually three-bay, two-story structures with horizontal wood siding. The buildings at 88 Broad, 15 11th, and 287 11th Avenues are Colonial Revival in inspiration.

The predominant architectural style in the district is the Bungalow. The Bungalow was a popular style in American residential development during the first part of this century. Several types of bungalows can be identified in the district. The most common bungalow includes a gable parallel to the street and incorporates a shed dormer, often with multi-light casement windows. A veranda or porch is inset under the main roof and is supported by tapered posts. Examples of this type are found at 107 Broad, 110 Broad, 180 Broad, 187 Broad, 245 Broad, 157 11th, and 205 11th.

Another type of bungalow found in the district is characterized by a front-facing gable roof. One or more gables project from the facade over an open porch which is set to one side. These buildings have a narrow plan with a living-dining room combination and kitchen on one half with the bedrooms and bath on the other. Decorative treatment ranges from simple brackets and open eaves to elaborate bargeboards, complex brackets and open lintel systems. A jerkin head roof was also identified. Brick chimneys are characteristic of this type, located on the exterior with small windows flanking the chimney. Examples of this type of bungalow include 44 11th, 210 11th, 223 11th, 230 11th, 244 11th and 256 11th.

Bungalows with a gable placed parallel to the street were also found with a cross gable projecting from the facade of the building over an open porch. This type is almost square in plan with an exterior chimney and exposed brackets. Examples of this variation are found at 207 Broad, 239 Broad, 123 11th, and 231 11th.

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Another revival style that is unusually infrequent in Naples is the Mediterranean Revival. This style generally refers to architectural elements borrowed from the countries surrounding the Mediterranean Sea. It became popular in the late 1910's as part of increased interest in historical styles and elements. In Florida, the style attained widespread popularity through promotional real estate developments, especially during the boom of 1925-26. While the style would be expected to predominate in a platted, speculative development such as Naples, it does not. Naples was developed much earlier than the popularization of the Mediterranean Revival style and most of its historic buildings pre-date the 1925-26 real estate boom, some by several decades.

Two commercial buildings are located in the district: the Mercantile Building at 1177 Third and the Naples Company Building at 1148 Third. The Mercantile Building, now restored, is a masonry vernacular building with a capped parapet and niche with wrought iron balconies. The Naples Building was built in 1922 to serve as offices for the land company. The masonry vernacular building displays a jerkin head gambrel roof unique to the district. The building has been significantly altered through a one-story shingled addition.

For purposes of the National Register nomination, all buildings that are over fifty years of age are considered contributing. Non-contributing buildings date from the period 1940-60. These buildings were built by the Naples Company, the original development concern, and include several concrete block ranch style homes and apartment buildings. The non-contributing structures do not detract from the overall physical integrity of the district as they are similar in height, scale and massing to the contributing buildings.

The buildings located within the district are in excellent, well-maintained condition. The integrity of the district faces development threats from commercial encroachment and insensitive remodeling of residential structures. The commercial core of the old section is an anomaly to the area, yet the scale and well-defined borders provide a convenient, urban content to the area, as well as maintain the integrity of the historical development pattern which included a pier surrounded by houses and a small commercial area.

The district was delineated as a result of an historic and architectural survey sponsored by the City of Naples. The survey involved the systematic location, identification and evaluation of structures dating to the historic period, generally relating to development prior to 1930. Field analysis, historic research and photography were employed to identify the district and delineate its boundaries.

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NAPLES HISTORIC DISTRICT RESOURCES INVENTORY

CONTRIBUTING RESOURCES

Broad Avenue South

- 38
- 43
- 50
- 53
- 75
- 88
- 91
- 107
- 110
- 131
- 151
- 165
- 180
- 187
- 207
- 239
- 245

Tenth Avenue South

- 32
- 112
- 132
- 144
- 149
- 163
- 215
- 255
- 263
- 264
- 273
- 290

Eleventh Avenue South

- 12
- 15
- 44
- 88
- 111
- 123
- 157
- 175
- 205
- 210
- 223
- 230
- 231
- 244
- 255
- 256
- 269
- 272
- 281
- 287

Gulf Shore Boulevard

- 926
- 1037
- 1111
- 1144

Second Street South

- 1180
- 1188

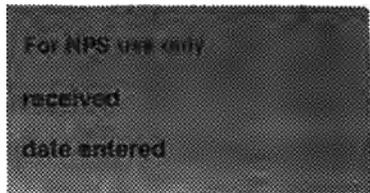
Third Street South

- 1148
- 1177

Ninth Avenue South

- 40

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## NAPLES HISTORIC DISTRICT RESOURCES INVENTORY continued

### CONTRIBUTING RESOURCES (cont'd)

#### Twelfth Avenue South

- 71
- 95
- 111
- 137

#### Thirteenth Avenue South

- 55
- 140-736

### NON-CONTRIBUTING RESOURCES

#### Gulf Shore Boulevard

- 1050
- 1065
- 1075
- 1120
- 1186
- 1295

#### Ninth Avenue South

- 66
- 75
- 92

#### Tenth Avenue South

- 150
- 187
- 232
- 240
- 241

### NON-CONTRIBUTING RESOURCES (cont'd)

#### Eleventh Avenue South

- 35
- 66
- 99
- 130
- 162
- 173
- 186
- 255
- 284

#### Twelfth Avenue South

- 57
- 163

#### Thirteenth Avenue South

- 88

### Contributing Resources:

67 buildings (72%)

### Non-Contributing Resources:

26 buildings (28%)

**8. Statement of Significance**

Certifying official has considered the significance of this property in relation to other properties:

nationally  statewide  locally

Applicable National Register Criteria  A  B  C  D

Criteria Considerations (Exceptions)  A  B  C  D  E  F  G

Areas of Significance (enter categories from instructions)	Period of Significance	Significant Dates
<u>Architecture</u>	<u>1887 - 1937</u>	_____
<u>Commerce</u>	_____	_____
_____	_____	_____
_____	Cultural Affiliation	_____
_____	<u>N/A</u>	_____
_____	_____	_____
_____	_____	_____
Significant Person	Architect/Builder	
<u>N/A</u>	<u>N/A</u>	
_____	_____	
_____	_____	

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The Naples Historic District is significant for its association with the development of Naples during the period 1887-1937. Developed by an ambitious group of investors from Kentucky, organized as the Naples Company, the largely residential district was developed primarily for seasonal use by northern families. The district is architecturally significant through its use of native building materials such as oyster tabby and oolitic limestone and its reference to established architectural styles.

The settlement of Naples, like the rest of Collier County, began slowly. The earliest settler on the strip of land containing Naples referenced in the literature was Roger Gordon. He along with Joe Wiggins used the area intermittently during the 1860s and 1870s. Little is known of their activities and it must be assumed that they were fishing or possibly raising vegetables as did their distant neighbors from the south. The first permanent settlers near Naples were John and Madison Weeks. Both had attempted earlier homesteads in the Chokoloskee area, but changed locations several times. In 1876, they established a homestead on the top of a hill on the north side of Gordon's Pass.

Florida saw the arrival of new railroads in the 1870s and 1880s as a result of land deals with several railroads and promoters. Hamilton Disston acquired thousands of acres from the State of Florida in exchange for his development of a drainage project for the Everglades. A portion of the property conveyed to Disston was the future site of the Town of Naples. Disston was actively promoting the sale of many of his large tracts. In 1885 and 1886, two parcels near Gordon's Pass were sold to Dr. Jephtha Vining Harris, a physician from Key West. The Florida Land Improvement Company also sold a 909 acre beachfront tract to James H. Raleigh, corporate secretary for the South Florida Foundry and Machine Shop.

See continuation sheet

**9. Major Bibliographical References**

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: \_\_\_\_\_

**10. Geographical Data**

Acreeage of property approx. 50 acres

UTM References

A	<u>1,7</u>	<u>4,1,9,3,2,0</u>	<u>2,8,9,0,8,0,0</u>
	Zone	Easting	Northing
C	<u>1,7</u>	<u>4,1,9,8,6,0</u>	<u>2,8,9,0,4,2,0</u>

B	<u>1,7</u>	<u>4,1,9,7,6,0</u>	<u>2,8,9,0,7,9,0</u>
	Zone	Easting	Northing
D	<u>1,7</u>	<u>4,1,9,3,9,0</u>	<u>2,8,9,0,1,3,0</u>

See continuation sheet

Verbal Boundary Description

See continuation sheet

Boundary Justification

See continuation sheet

**11. Form Prepared By**

name/title Gladys Cook, Philip Werndli, Michael Zimny  
 organization Bureau of Historic Preservation date November, 1987  
 street & number R.A. Gray Bldg, 500 S. Bronough St. telephone (904) 487-2333  
 city or town Tallahassee state Florida zip code 32399-0250

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Charles Adams, Disston's agent in Florida, retained William J. Loper and three companions to survey the Disston holdings south of Ft. Myers in 1886. Loper recorded the characteristics of the land recommending that the land was good for truck gardening and tropical fruits. Eventually Adams purchased 3,712 acres for himself but he did not retain the land long.

A few weeks before Adams purchased the land from Disston, several prominent Tallahassee residents formed the Naples Town Improvement Company. The company included the Secretary of State, Jim Lovick Crawford, Dr. C. L. Mitchell, State Commissioner of Lands and Immigration, Edward Lewis, a member of Florida's oldest banking family, Robert T.J. Munroe, George Saxon, John A. Graham, William N. McIntosh, Jr., James Munro and Aaron Levy. On November 10, they purchased the Adams property for twice the price he had paid and acquired additional acreage from William and Mary Rawls bringing their holdings to 4,276 acres. By August 1887 a plat of Naples was filed with the county. During the spring months preceding the filing, the company actively promoted the property through salesmen who fanned out around the country to secure settlers. By May 1887, 252 lots were sold at a cost of ten dollars apiece. In June of that year, another 267 acres were sold to investors and prospective settlers.

The holdings of the Naples Town Improvement Company were also expanded and changed in 1887. Dr. Harris sold his acreage to the company at a loss in May. Two partners, William McIntosh and John Graham, sold their undivided half-interests in a seventy-acre block consisting of present downtown Naples to the company. Charles Adams sold the board an additional 5,050 acre tract south of Gordon's Pass. In 1887, the offices of the company were relocated from Jacksonville to Orlando where R.G. Robertson became the Acting President and General Manager.

Robinson was destined to change the makeup of the company and its backers. A Kentuckian, Robinson had successfully developed the business near Orlando at Zellwood. Robinson was well-connected with several Kentuckians and was able to get articles placed in the paper promoting Naples and Florida in general. Soon a group of investors were involved in the project, including General John S. "Cerro Gordo" Williams, a Kentucky war hero and U.S. Senator. By the end of the year, he had purchased over 110 lots for himself and Walter N. Haldeman, owner and publisher of the Louisville Courier-Journal.

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The company was reorganized in late 1887 as the Naples Company. It was headed by General John Stuart Williams, President, and R.G. Robinson, Vice President. The Board of Directors were replaced with new members from Louisville, including Bennett H. Young, a lawyer, writer and president of the Louisville-Southern Railroad and several other companies; William T. Grant, a Louisville tobacco merchant; Charles D. Pearce, Vice President of the Louisville Courier-Journal and Walter Haldeman who was the majority stockholder.

With the reorganization of the company completed, the real development of Naples began in 1888. The company acquired the steamship "Fearless" in January and the following February 14 the investors gathered in Naples to start the new project promising "to spare neither money, time nor work to boom their town." The first project was the development of a small hotel which was started at the end of February about two hundred yards from the beach. The carpenters and laborers were housed in tents and palmetto huts. The hotel was completed by April and G. Brockman was hired to operate the facility.

Naples developed in a pattern similar to many communities in Florida. In April 1888, it was designated a post office. The company issued a thirty-page booklet about Florida and Naples. Construction of more facilities and houses began. A small office and general store were built and a contract was let for the construction of three tabby cottages. One example of this construction is Palm Cottage which has been restored and is operated as a house museum. The house was built for Marse Henry Watterson. General Williams also had a house completed near the beach in 1888. By July 1888, six residences were constructed for winter homes and several others were under contract. Four streets had been cleared of dense underbrush and spread with shell for a surface. The main roads were lined with foot paths and Royal palms transplanted from the Everglades. The Company started the construction of two 400-foot wings onto the original hotel. During the same period, a 600-foot pier was constructed to provide a good dock facility for the steamers in the hope that trade with Cuba and other lucrative Gulf markets would be established. The intensive construction activity outstripped the company's capital and it was forced to issue additional stock and borrow heavily to complete the project.

The opening of the hotel in 1889 was a much publicized affair but only brought twenty people to the town. Land sales were slow and the company was spending tremendous capital in its development. A plan was launched to establish a railroad from Punta Gorda to Naples but this failed as money became short and the company fell deeper and deeper into debt. Financial problems finally caught up with the company and it was sold at auction to Walter Haldeman. The Haldeman family took over its holdings in Naples and for the next thirty years visited the small town with friends as it developed slowly but remained an isolated community.

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Prospects for development of Naples were not renewed until 1913 when the Haldeman heirs transferred their Naples holdings to the Naples Development Company. The new company was headed by Ohio businessmen E.W. Crayton and J. S. Ralston of Columbus, J. K. Hammil of Newark and George Cassingham of Coashocton. Crayton was the leader of the group and would eventually bring roads, railroads, and a golf course to the small settlement. A forty room addition to the Naples Hotel was added in 1916 and transportation to the area by bus from Fort Myers was begun. It was during this period that many of the buildings located in the Naples district were constructed. The pre-World War I days were an important period of expansion in Florida which was not so much characterized by housing sales as by libraries, schools, and parks.

John Jones purchased the controlling interest in the company in 1922. Jones and Crayton installed the first central electric power plant about 1922, thus replacing the Delco systems which homeowners had used for their lights. The partners also took the first steps toward the establishment of a central water system and constructed the Naples Company building which still stands. An article in the March 30, 1925 Fort Myers News Press spoke of Naples on the Gulf as "more than a beauty spot -- a city" and advertisements in that paper claimed "Everybody should pay a visit to Naples...to enjoy fishing from the Naples Pier, the Naples Hotel" and the comforts provided by a "lighting plant, laundry, new wells, golf courses and new tennis courts." The Collier County News ran a front page article on September 1, 1927 proclaiming the advantages Naples offered to its residents. The article reported Naples to be "the Palm Beach of the Florida West Coast" and also noted that "Naples is a resort fit for princes, a region of paramount beauty and a real deluxe quality."

The town was incorporated with Speed S. Memefee as its first mayor. Crayton served as President of the Town Council. The first action of the Council was to designate Room S-6 of the Naples Company Building as the Town Hall of Naples. At its December 4, 1925 meeting the Council passed an ordinance for planning and zoning the Town of Naples. This action is probably responsible for protecting the character of Naples over the years, including maintaining the old commercial district in what was to become a predominantly residential neighborhood. The Town Council utilized its first tax receipts to begin paving the dirt streets with shell and connecting the town grid to Tamiami Trail to the east of town. Street lights were installed in 1927, at a cost of \$1000 for the first twenty lights. The town jail was completed in 1927.

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The collapse of the Florida boom and the 1926 hurricane resulted in a decline in activity in the community. In 1928, the Tamiami Trail was completed. Transportation was further improved with the completion of the Atlantic Coastline Railway and the Seaboard Airline Railway within ten days of each other in 1927. Naples waited for its boom to come in the 1930's and more importantly after World War II when many discovered the value of the area as a resort and fisherman's paradise.

Historic construction within the Naples Historic District relied on the availability of local materials and labor, yet the surviving structures also display the influence of established architectural styles. The lack of transportation facilities encouraged the use of local building materials. Concrete tabby was used as a foundation material as well as general construction material. Board and batten siding was relatively common in Naples, as was the use of local quarried oolitic limestone for chimneys and walls. The simple, indigenous construction found in the district is a significant factor in evaluating the built environment of this community which relates closer to the Everglades than to other contemporary communities in Florida such as Punta Gorda and Fort Myers. The district includes scattered examples of the Bungalow, Colonial, and Mediterranean Revival styles, although the predominant architectural form within the district is frame vernacular.

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Fort Myers News Press, May 17, 1888; August 2, 1888; December 6, 1888; March 30, 1925.

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Town of Naples. Town Council Minutes, April 13, 1925; March 5, 1926; June 3, 1927; June 24, 1927.

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**NAPLES HISTORIC DISTRICT — VERBAL BOUNDARY DESCRIPTION**

Begin at the high tide water mark of the Gulf of Mexico at the northwest corner of block 11, tier 1, thence east to the northwest corner of block 11, tier 2, thence south to the southwest corner of said block, thence east to the southeast corner of lot 14, block 11, tier 2, thence north to the northeast corner of said block, thence east to the northwest corner of lot 13, block 11, tier 3, thence south to the northwest corner of lot 13, block 8, tier 4, thence east to the northeast corner of lot 13, thence south to the southeast corner of lot 13, thence west to the northeast corner of lot 1, block 8, tier 3, thence north to the southeast corner of lot 1, block 8, tier 3, thence west to the east side of Second Street, thence south to the southwest corner of lot 18, thence west to the southwest corner of Block 8, tier 3, thence south to the northwest corner of block 7, tier 3, thence west to the northeast corner of lot 10, block 7, tier 1, thence south to the southwest corner of lot 10, block 6, tier 1, thence west to the high water mark of the Gulf of Mexico, thence north to the point of beginning.

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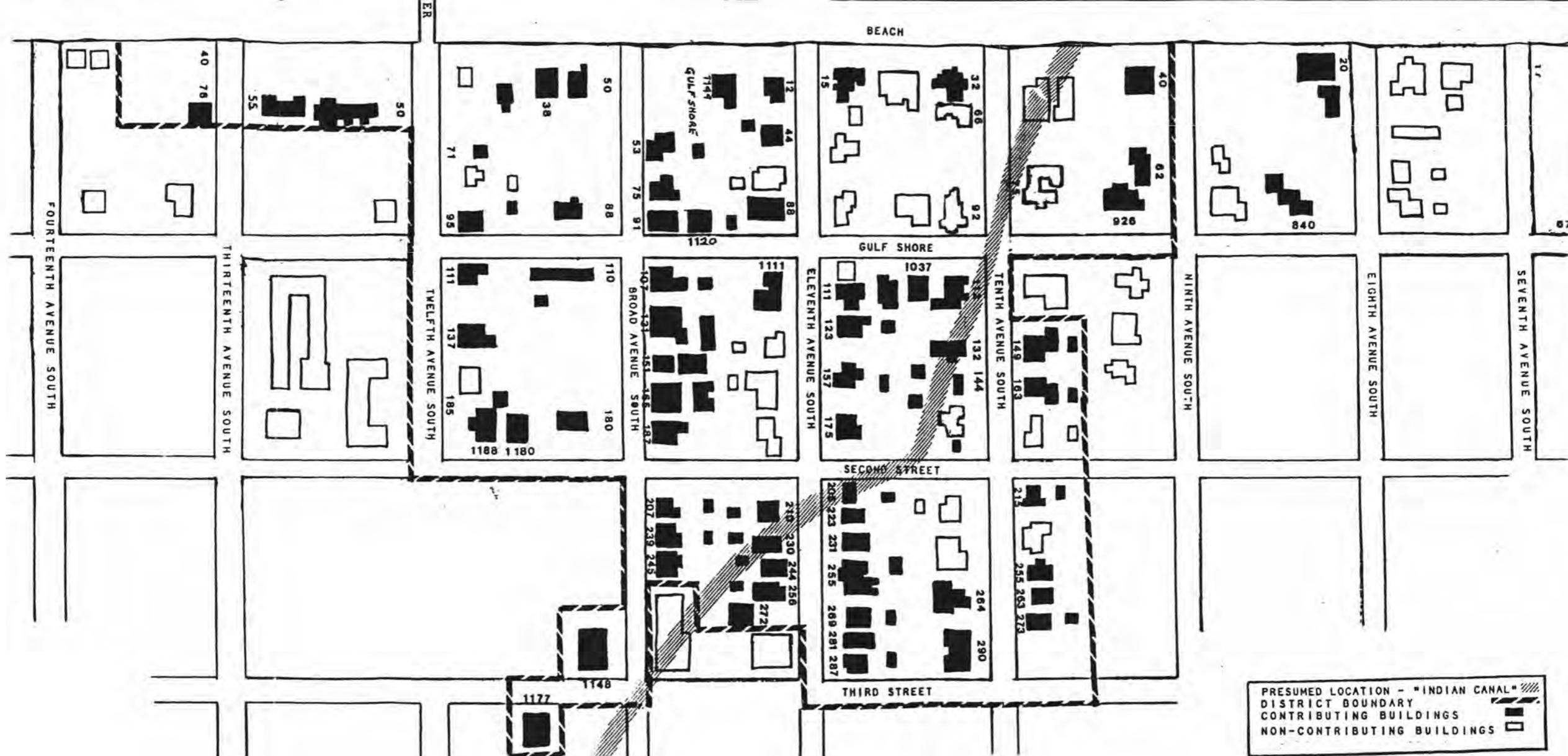
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**NAPLES HISTORIC DISTRICT — BOUNDARY JUSTIFICATION**

The boundaries of the Naples Historic District are drawn to include the highest concentration of buildings dating from the historic development of the district, i.e., 1887-1937. The northern boundary of the district is delineated by modern residential construction which has occurred north of Ninth Avenue South. The eastern boundary of the district is clearly defined by contemporary commercial construction along the east side of Third Street. The southeastern boundary is drawn to include two historic commercial buildings, the Mercantile Building (1177 Third Street) and the Naples Company Building (1148 Third Street). This unusual configuration is justified through the historic significance of these buildings within the context of the district. The southern boundary of the district includes the individually listed Palm Cottage on the north side of Twelfth Avenue South. Large scale contemporary apartment buildings south of Twelfth Avenue South define this edge of the district. The Gulf of Mexico provides a natural boundary for the western edge of the district.



NAPLES  
HISTORIC  
DISTRICT

FLORIDA  
PRESERVATION  
SERVICES





1. Broad Avenue, Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1936
5. Florida Preservation Services
6. Looking West
7. Photo #1 of 17



2

1. Beachfront, Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. Looking north at 9th Avenue
7. Photo #2 of 17



3

1. Gulfshore Blvd., Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. Looking northeast at Gulfshore Blvd. and 12th Ave. S.
7. Photo #3 of 17

1. Streetscape, Gulfshore  
and 12 Ave. S. Old  
Naples Historic District
2. Naples, Florida
3. Fla. Pres. Svcs.
4. 10-15-86
5. Fla. Pres. Svcs.  
Tallahassee, FL
6. Looking northeast



4

1. 33 Broad Avene, Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. West elevation
7. Photo #4 of 17



5

1. 75 Broad Avenue, Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. South elevation
7. Photo #5 of 17



1. 110 Broad Avenue, Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. North elevation
7. Photo #6 of 17



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1. 107 Broad Avenue, Naples Historic District
  2. Naples, Florida
  3. Florida Preservation Services
  4. 1986
  5. Florida Preservation Services
  6. South elevation
  7. Photo #7 of 17



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1. 33 11th Avenue S., Naples Historic District
  2. Naples, Florida
  3. Florida Preservation Services
  4. 1986
  5. Florida Preservation Services
  6. North elevation
  7. Photo #8 of 17



9

1. 50 12th Ave. S., Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. West elevation
7. Photo #9 of 17



- 10
1. 111 12th Avenue, Naples Historic District
  2. Naples, Florida
  3. Florida Preservation Services
  4. 1986
  5. Florida Preservation Services
  6. North elevation
  7. Photo #10 of 17
- 12



1. 1150 Gulfshore Blvd., Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. West elevation
7. Photo #11 of 17



12

17

1. 1111 Gulfshore Blvd., Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. West elevation
7. Photo #12 of 17



13

1. 273 10th Avenue E., Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. North elevation
7. Photo #13 of 17



14

1. 40 9th Avenue S., Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. North elevation
7. Photo #14 of 17



15

1. 17 7th Avenue S., Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. West elevation
7. Photo #15 of 17



OLD NAPLES  
BUILDING

KIRSTEN

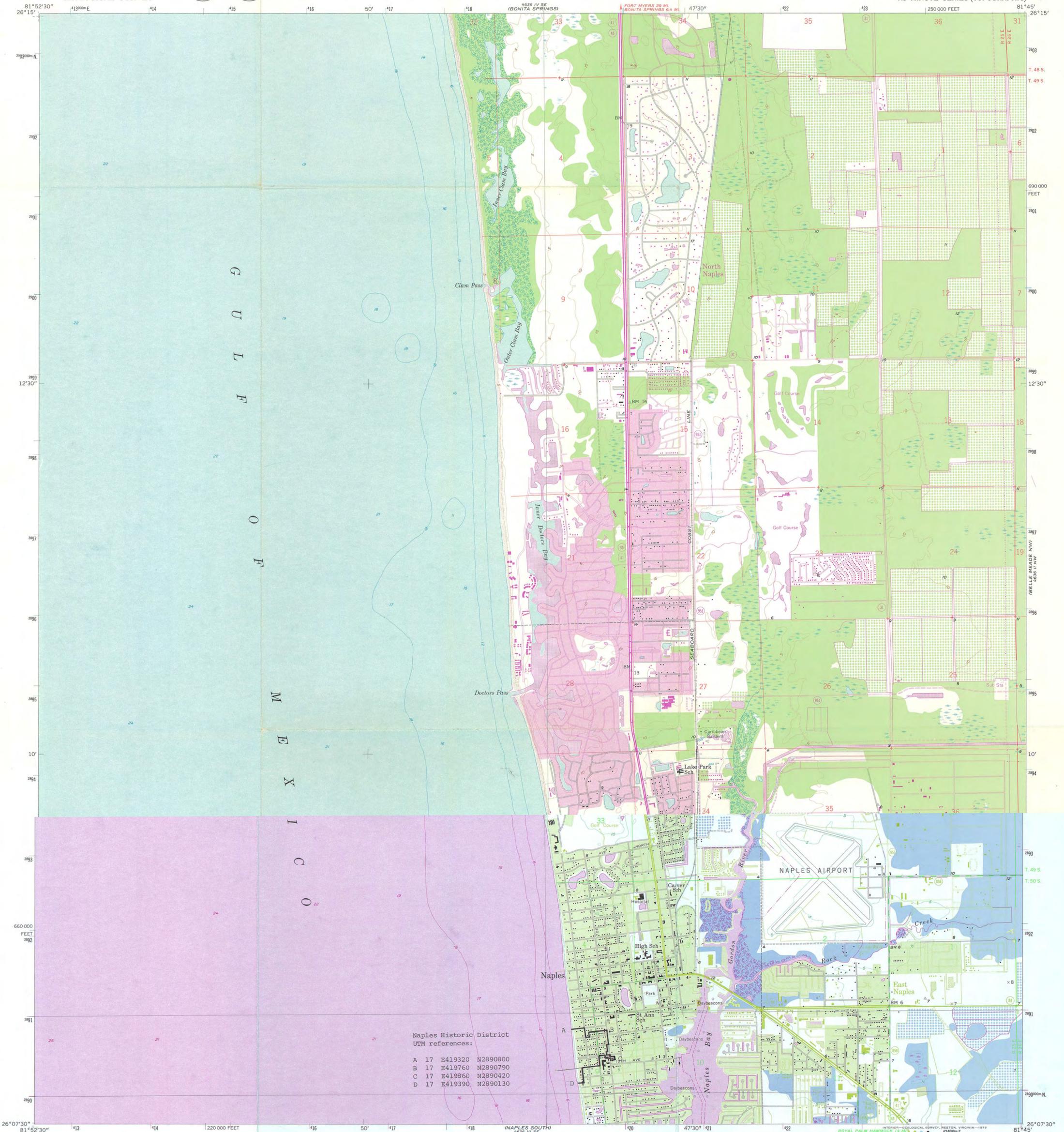
16

1. 1148 3rd St. South, Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. East elevation
7. Photo #16 of 17



17

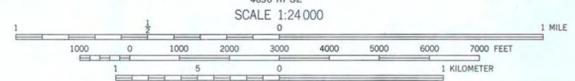
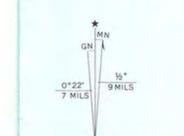
1. 1177 3rd Street, Naples Historic District
2. Naples, Florida
3. Florida Preservation Services
4. 1986
5. Florida Preservation Services
6. West elevation
7. Photo #17 of 17



G  
U  
L  
F  
  
O  
F  
  
M  
E  
X  
I  
C  
O

Naples Historic District  
UTM references:  
A 17 E419320 N2890800  
B 17 E419760 N2890790  
C 17 E419860 N2890420  
D 17 E419390 N2890130

Mapped, edited, and published by the Geological Survey  
Control by USGS and USC&GS  
Culture and drainage in part compiled from aerial photographs  
taken 1951-1952. Topography by planetable surveys 1958  
Hydrography compiled from USC&GS chart 1254 (1956)  
Polyconic projection. 1927 North American datum  
10,000-foot grid based on Florida coordinate system, east zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 17, shown in blue  
To place on the predicted North American Datum 1983  
move the projection lines 37 meters south and  
11 meters west as shown by dashed corner ticks



CONTOUR INTERVAL 5 FEET  
NATIONAL GEODETIC VERTICAL DATUM OF 1929  
DEPTH CURVES AND SOUNDINGS IN FEET—DATUM IS MEAN LOW WATER  
THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE  
SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER  
THE MEAN RANGE OF TIDE IS APPROXIMATELY 2 FEET

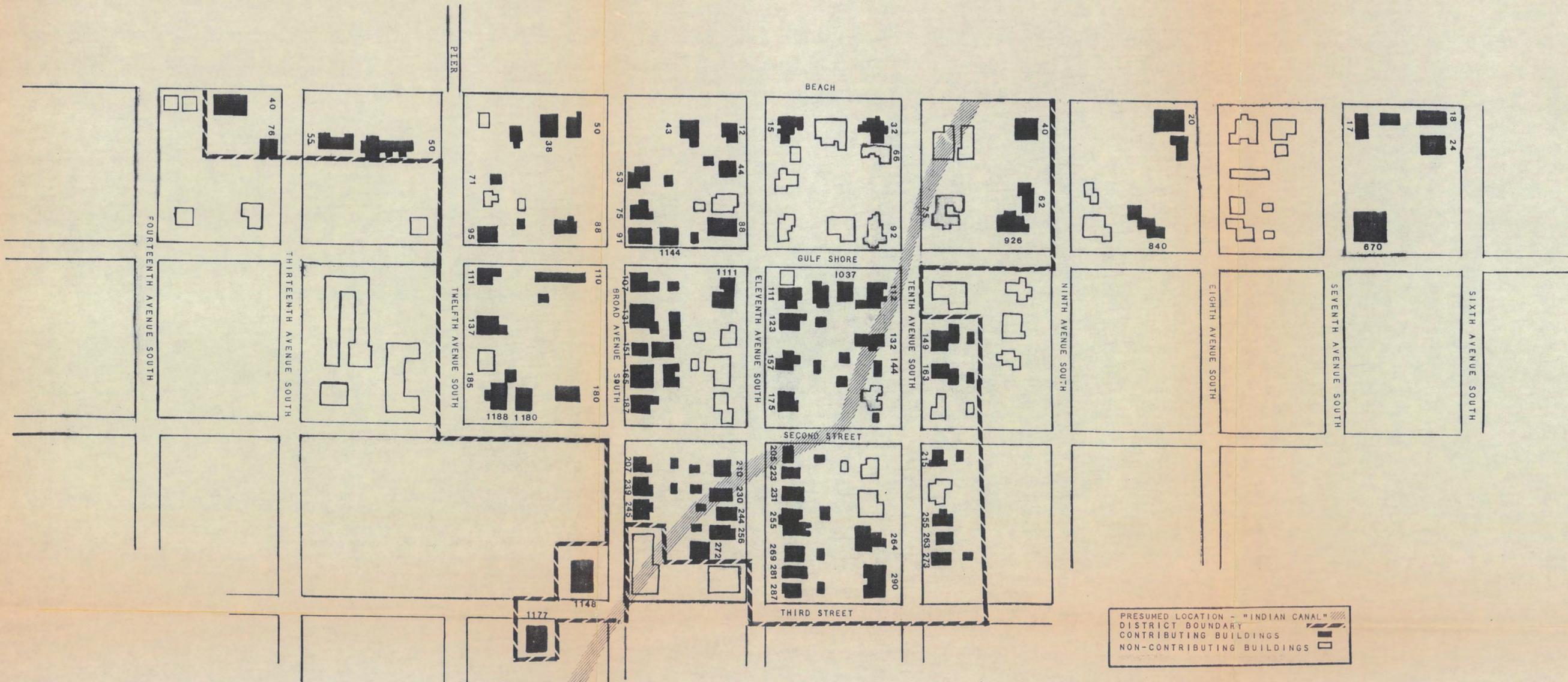
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



**Florida Engineering Services Corporation**  
315 Beard Street  
Tallahassee, Florida 32303  
904-222-1441  
MAP AGENT

**NAPLES NORTH, FLA.**  
N2607.5—W8145/7.5  
1958  
PHOTOREVISED 1972  
AMS 4636 III NE—SERIES V847

**ROAD CLASSIFICATION**  
Heavy-duty ——— Light-duty ———  
Medium-duty ——— Unimproved dirt ———  
U.S. Route ——— State Route ———



NAPLES  
HISTORIC  
DISTRICT

FLORIDA  
PRESERVATION  
SERVICES

P.O. Box 13892  
TALLAHASSEE, FL 32317  
904/386-7646

# National Register of Historic Places

## Note to the record

Additional Documentation: 1994

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number \_\_\_\_\_ Page \_\_\_\_\_

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Naples Historic District Collier County, FLORIDA  
87002179

ADDITIONAL DOCUMENTATION APPROVED

*Gayle M. Sapsley 5/18/94*

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet



Section number 7 Page 4

Naples Historic District

LIST OF CONTRIBUTING PROPERTIES

Broad Avenue South

- 38
- 50
- 53
- 75
- 88
- 91
- 107
- 110
- 131
- 151
- 165
- 180
- 187
- 207
- 239
- 245

Tenth Avenue South

- 32
- 112
- 132
- 144
- 149
- 163
- 215
- 255
- 263
- 264
- 273
- 290

Eleventh Avenue South

- 12
- 15
- 44
- 88
- 111
- 123
- 157
- 175
- 205
- 210
- 223
- 230
- 231
- 244
- 255
- 256
- 269
- 272
- 281
- 287

Gulf Shore Boulevard

- 926
- 1037
- 1111
- 1120
- 1144

Second Street South

- 1180
- 1188

Third Street South

- 1148
- 1177

Ninth Avenue South

- 40
- 62

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 5

Naples Historic District

LIST OF CONTRIBUTING PROPERTIES (CON'T)

Twelfth Avenue South	Thirteenth Avenue South
50	40
71	55
95	76
111	
137	

LIST OF NON-CONTRIBUTING PROPERTIES

Gulf Shore Boulevard	Eleventh Avenue South
1050	35
1060	66
	99
	130
Tenth Avenue South	162
55	186
66	
75	
92	Twelfth Avenue South
150	57
187	185
232	
240	
241	

Total properties Contributing: 67, Non-Contributing: 19

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY NAME: Naples Historic District

MULTIPLE NAME:

STATE & COUNTY: FLORIDA, Collier

DATE RECEIVED: 4/05/94 DATE OF PENDING LIST:  
DATE OF 16TH DAY: DATE OF 45TH DAY: 5/20/94  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 87002179

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT 5/18/94 DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA \_\_\_\_\_  
REVIEWER \_\_\_\_\_  
DISCIPLINE \_\_\_\_\_  
DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

# National Register of Historic Places

## Note to the record

Additional Documentation: 2017

AD 87002179

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Naples Historic District (Additional Documentation)

other names/site number FMSF# CR00679

2. Location

street & number 9th Av S (North) 3rd St (East) 13th Av S (South) Gulf of Mexico (West)  not for publication

city or town Naples  vicinity

state Florida code FL county Collier code 021 zip code 33940

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( See continuation sheet for additional comments.)

Alissa Lotane 6-14-17  
Signature of certifying official/Title Date

State Historic Preservation Officer, Division of Historical Resources  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of certifying official/Title Date

\_\_\_\_\_  
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is: Signature of the Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

- entered in the National Register
  - See continuation sheet
- determined eligible for the National Register
  - See continuation sheet.
- determined not eligible for the National Register
  - See continuation sheet.
- removed from the National Register.
- other, (explain) \_\_\_\_\_

Accept Additional Documentation

Joe Fuller

7-27-2017

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**

(Check only one box)

- buildings
- district
- site
- structure
- object

**Number of Resources within Property**

(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
94	32	buildings
0	0	sites
0	0	structures
0	0	objects
94	32	total

**Name of related multiple property listings**

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed in the National Register**

2

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

DOMESTIC/Single Dwelling  
 COMMERCE/Business

**Current Functions**

(Enter categories from instructions)

DOMESTIC/Single Dwelling  
 COMMERCE/Business

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

See Section 7 Continuation Sheet

**Materials**

(Enter categories from instructions)

foundation Brick  
 walls Wood  
           Stucco  
 roof Asphalt  
 other \_\_\_\_\_

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographical References**

**Bibliography**

Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 36) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record

**Areas of Significance**

(Enter categories from instructions)

ARCHITECTURE

COMMERCE

COMMUNITY PLANNING AND DEVELOPMENT

**Period of Significance**

1887-1964

**Significant Dates**

1887

1960

**Significant Person**

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Arch: Unknown

Blder: Unknown

**Primary location of additional data:**

- State Historic Preservation Office
- Other State Agency
- Federal agency
- Local government
- University
- Other

Name of Repository

Naples Historical Society, Naples, FL

# \_\_\_\_\_



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Naples Historic District (Additional Documentation)
Name of Property Collier County, Florida
County and State N/A
Name of multiple listing (if applicable)

Section number 7 Page 1

**ARCHITECTURAL CLASSIFICATION**

LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY AMERICAN MOVEMENTS: Bungalow  
 LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY REVIVALS: Colonial Revival  
 LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY REVIVALS: Mediterranean Revival  
 OTHER: Frame Vernacular  
 OTHER: Minimal Traditional

**SUMMARY DESCRIPTION**

The Naples Historic District was listed on the National Register of Historic Places December 17, 1987 and last updated May 18, 1994. This new additional documentation revises the contributing resource count within the existing boundaries of the district, updates details for the architectural description of the district, extends the period of significance to 1964, and expands the statement of significance.

The Historic District maintains architectural continuity from 1937 through to 1964. This period completes the filling-in of the original 1885 plat of Naples with similar single-family cottages as the period prior to World War II. The majority of houses constructed between 1937 and 1964 are in the Frame Vernacular style, which utilizes local materials and vernacular architectural elements such as a variety wood siding, large porches, front and side gable roofs, a variety of roof dormers, and various types of wood windows and shutters. Other architectural types and styles include late examples of the craftsman style bungalow and early examples of post-war minimal traditional and ranch house. Also identified in this update are secondary buildings on the properties—guesthouses, garages, carriage houses, and so on.

**NARRATIVE DESCRIPTION**

By 1960, the area encompassing the Naples Historic District was essentially filled in, with the remaining empty plots occupied by either new construction or the relocation of existing cottages. New construction followed a similar pattern to development before 1940, with the construction of vacation cottages and subsidiary guesthouses or garages on large plots of land. The majority of these houses were constructed in the Frame Vernacular style, although there were also examples of craftsman-style bungalows and minimal traditional houses as well. Hurricane Donna in 1960 ended the period of individual home construction and created opportunities for the construction of multi-family condominiums and motels. The destruction of the Naples Hotel in 1964 marks the end of the period of significance.

As part of this update, several houses’ architectural styles have been reclassified. See the following list of contributing and non-contributing resources for the current classification.

**Updated architectural descriptions**

Frame Vernacular

The most common architectural style within the Historic District is Frame Vernacular, with 31 out of 65 contributing properties exhibiting this style. According to Joie Wilson, author of *Dream Houses: Historic Beach Homes and Cottages of Naples*, houses exhibiting the Frame Vernacular lack distinct high-style elements but instead combine various building traditions that are adapted to the materials and climate of Naples. This includes the use of native pine and other woods for the frame and finishes of the houses, and tabby (a form of concrete made from burnt seashells) for foundations. Characteristic elements include deep porches, wide eaves, high ceilings, front and side gable roofs of varying pitches and materials (including wood and asphalt shingles), wood shutters, and a variety of wood siding such as vertical board and batten and horizontal lap siding. Houses could be simple in plan with minimal complexity to larger, rambling cottages that were modified

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Naples Historic District (Additional Documentation)
Name of Property Collier County, Florida
County and State N/A
Name of multiple listing (if applicable)

Section number 7 Page 2

over time. Some of the earlier Frame Vernacular houses exhibit the influence of earlier Queen Anne or Shingle styles, but these are rare and limited in scope.<sup>1</sup>

The 1987 nomination for the Naples Historic District indicated that the Haldeman House at 60, 12<sup>th</sup> Avenue South (built 1886) was the best example of the Frame Vernacular in the district. However, this house was relocated to Bonita Springs, 15 miles north of Naples, in 2006 to allow the redevelopment of the lot. The house was substantively modified after its relocation and no longer retains sufficient historic integrity for individual designation.

Minimal Traditional

The Minimal Traditional style developed in the 1930s and became widespread after World War II as a result of federal government incentives for home construction and buying.<sup>2</sup> Minimal Traditional houses are typically small in size and compact in massing, and may be rectangular in plan or have a small, front gabled wing on the façade. Roofs can vary in pitch but commonly lack wide eaves. These houses can have various applied ornament that references a variety of revival styles such as colonial or Mediterranean, but the ornament is limited in scope. Three contributing homes were identified in this style: 241 10<sup>th</sup> Ave S and 255 10<sup>th</sup> Ave S.

Guesthouses and Garages

Residents from the earliest period of Naples’ history constructed additional structures on the large lots provided by the 1885 plan of the city, including carriage houses, servant’s quarters, guesthouses, and later, garages. These buildings were often in the same architectural style as the main building on the property; otherwise they were often constructed in the frame vernacular style (Photo 2).

Garages are currently the most common subsidiary building in the historic district. These buildings are typically small, rectangular one story buildings with gabled roofs. The majority of the garages identified as contributing to the district were constructed at the same time as the main building on the property and match the main building’s architectural style. The earliest garages in the district may have been initially constructed as carriage houses or servant’s quarters and then modified at a later date to accommodate automobiles. Garages constructed in the 1920s and later most likely were purpose built for automobiles, especially after the completion of the Tamiami Trail to Naples in 1928.

Twelve contributing properties feature one or more guesthouses on the same parcel. Guesthouses are single story, gabled buildings with relatively simple plans that are smaller in size to the main building on the property but often share the same architectural style. These houses were often constructed for the property owner’s friends or family that would travel to visit during the vacation season. The earliest guest houses may have also served as servant’s or caretaker’s quarters, but have since been modified.

Naples Pier

The Naples Pier was constructed in 1888 as part of the original development of Naples and was one of the first buildings constructed by the Naples Company. It formed one end of a cross-axis established by the 1885 plan of Naples that extended between the gulf shore and the Gordon River, where another pier was located. The Naples Hotel (demolished 1964) was located between the two piers at 12<sup>th</sup> Avenue and Gordon Drive.

<sup>1</sup> Joie Wilson and Penny Taylor, *Dream Houses: Historic Beach Homes and Cottages of Naples* (Gainesville, FL: University Press of Florida, 2011), 5-6.

<sup>2</sup> Virginia Savage McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 2015) 587-589.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Naples Historic District (Additional Documentation)
Name of Property Collier County, Florida
County and State N/A
Name of multiple listing (if applicable)

Section number   7   Page       3      

The pier is constructed of concrete trestles supporting a wood deck. Five rectangular wood pavilions with hip and gable shingle roofs are located along the pier: two pavilions parallel to the pier on the shore, two pavilions parallel to the pier half-way down the length of the structure, and one pavilion perpendicular to the pier at the end of the structure (photo 3-5). Recently, the landward and central pavilions were clad in vinyl siding, lowering their integrity.

The current pier is a 2015 reconstruction, where the wood decking and railings were replaced. Due to the effects of seawater upon the original wood materials, fires, and destruction by hurricanes, the city of Naples has periodically replaced the pier. Previous replacements occurred in 1911, 1926, 1944, 1960, and 1995-96. The current design of the pier dates to the reconstruction following Hurricane Donna in 1960 (Figure 1-3).<sup>3</sup>

The original 1888 pier was a wood trestle t-shaped in plan and 600 feet long (Figure 4). The pier was lengthened to 700 feet in 1911 and reconfigured to end in a Y-shape. This pier was reconstructed in 1926 following a hurricane. After the 1944 hurricane, the pier was rebuilt not as a utilitarian structure for offloading ships but as a recreational structure for fishing. The 1944-1960 pier did not feature the multiple pavilions but instead a frame vernacular store building was located halfway down the pier (Figure 5). The boardwalk passed through the building, allowing access to the end of the pier. All piers were constructed of wood trestles supporting a wood deck with wood railings.<sup>4</sup>

**Modifications and Integrity**

Houses in the historic district have a long history of modification over time. Many house have both historic and non-historic additions and alterations (Photo 6). The most common modification is the enclosure of porches by installing a variety of window types, including casement and double-hung sash. These alteration is often associated with the introduction of air conditioning. Cottages also feature rear additions or the construction of pop-ups to provide more interior space. Modern, non-historic alterations include the construction of pools and decks, additions that connect historic homes to their guesthouse or garage, the replacement of historic siding, and the replacement of windows.

Overall, the district retains a high level of integrity. Exterior modifications often match the property’s established architectural style. Additions are often located to the rear of the property or are hidden by extensive vegetation, limiting their visual impact upon the public façade. However, extensive non-compatible modifications to several historic homes endanger their contributing status. Additionally, the integrity of the district is threatened by the demolition of historic homes and the construction of buildings that ignore the historic size, massing, setback, and architectural style of the historic district (photo 7).

**Properties Already Listed on the National Register**

Palm Cottage was previously listed on the National Register May 24, 1982. A guesthouse is located within the boundary of Palm Cottage, but is not specifically mentioned in the original nomination. The guesthouse has been counted as a listed resource contributing to Palm Cottage in the resource count below.

<sup>3</sup> Nancy Webster, “History: The Tale of Olde Naples Pier” *Naples Daily News*, November 6, 2008. <http://archive.naplesnews.com/lifestyle/family/history-the-tale-of-olde-naples-pier-ep-400396499-335099641.html>, accessed 17 March 2017.

<sup>4</sup> Ibid.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section number 7 Page 4

Naples Historic District (Additional Documentation)

Name of Property  
Collier County, Florida

County and State  
N/A

Name of multiple listing (if applicable)

**Naples Historic District Contributing Properties**

<b>Address</b>	<b>Use</b>	<b>Date</b>	<b>Style</b>
<b><u>10<sup>th</sup> Avenue South</u></b>			
32	Single Family	1926	Frame Vernacular
66	Single Family	1910	Colonial Revival
92	Single Family	1940	Frame Vernacular
112	Single Family	1945	Frame Vernacular
112A	Garage	1945	Frame Vernacular
132	Single Family	1926	Frame Vernacular
144	Single Family	1939	Frame Vernacular
149	Single Family	1926	Bungalow
149A	Garage	1936	Frame Vernacular
186	Single Family	1948	Colonial Revival
187	Single Family	1929	Colonial Revival
187A	Garage	1929	Frame Vernacular
215	Single Family	1935	Colonial Revival
215A	Guesthouse	1963	Frame Vernacular
230	Single Family	1955	Colonial Revival
230A	Guesthouse	1955	Colonial Revival
241	Single Family	1954	Minimal Traditional
255	Single Family	1954	Minimal Traditional
273	Single Family	1930	Bungalow
273A	Guesthouse	1930	Frame Vernacular
284	Multi-family	1951	Frame Vernacular
<b><u>11<sup>th</sup> Avenue South</u></b>			
12	Single Family	1928	Mediterranean Revival
15	Single Family	1920	Bungalow
35	Single Family	1940	Frame Vernacular
44	Single Family	1935	Bungalow
88	Single Family	1940	Frame Vernacular
99	Single Family	1950	Frame Vernacular
123	Single Family	1935	Frame Vernacular
130	Guesthouse	1930	Frame Vernacular
157	Single Family	1910	Frame Vernacular
157A	Guesthouse	1910	Frame Vernacular
162	Single Family	1949	Frame Vernacular
162A	Guesthouse	1949	Frame Vernacular
175	Single Family	1920	Colonial Revival
175A	Garage	1920	Frame Vernacular
186	Single Family	1948	Frame Vernacular
205	Single Family	1920	Frame Vernacular
210	Single Family	1921	Bungalow
210A	Garage	1921	Frame Vernacular
223	Single Family	1950	Frame Vernacular

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Naples Historic District (Additional Documentation)

Name of Property  
Collier County, Florida

County and State  
N/A

Name of multiple listing (if applicable)

Section number 7 Page 5

**Contributing Properties (continued)**

Address	Use	Date	Style
<u>11<sup>th</sup> Avenue South</u>			
230	Single Family	1930	Frame Vernacular
230A	Guesthouse	1940	Frame Vernacular
244	Single Family	1935	Bungalow
244A	Garage	1935	Frame Vernacular
251	Single Family	1950	Frame Vernacular
251A	Garage	1950	Frame Vernacular
269	Single Family	1939	Bungalow
269A	Guesthouse	1939	Bungalow
281	Single Family	1925	Frame Vernacular
281A	Guesthouse	1937	Frame Vernacular
287	Multi-family	1920	Frame Vernacular
287A	Guesthouse	1920	Frame Vernacular
<u>12<sup>th</sup> Avenue South</u>			
25	Naples Pier	1888, 1960, 2015 (see description)	Frame Vernacular
71	Single Family	1914	Frame Vernacular
71A	Garage	1930	Frame Vernacular
95	Single Family	1910	Bungalow
163	Single Family	1948	Frame Vernacular
163A	Guesthouse	1935	Frame Vernacular
<u>2<sup>nd</sup> Street South</u>			
995	Single Family	1947	Bungalow
995A	Garage	1947	Frame Vernacular
<u>3<sup>rd</sup> Street South</u>			
1148	Mixed use	1921	Frame Vernacular
1177	Commercial	1918	Mediterranean Revival
<u>9<sup>th</sup> Avenue South</u>			
40	Single Family	1936	Mediterranean Revival
<u>Broad Avenue South</u>			
38	Single Family	1957	Frame Vernacular
43	Single Family	1930	Bungalow
53	Single Family	1930	Frame Vernacular
53A	Garage	1920	Frame Vernacular
75	Single Family	1921	Bungalow
88	Single Family	1935	Frame Vernacular
88A	Garage	1936	Frame Vernacular
91	Single Family	1923	Frame Vernacular
91A	Garage	1940	Frame Vernacular

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section number 7 Page 6

Naples Historic District (Additional  
Documentation)

Name of Property  
Collier County, Florida

County and State  
N/A

Name of multiple listing (if applicable)

**Contributing Properties (continued)**

Address	Use	Date	Style
<u>Broad Avenue South</u>			
107	Single Family	1910	Bungalow
110	Single Family	1915	Bungalow
131	Single Family	1940	Frame Vernacular
131A	Garage	1940	Frame Vernacular
151	Single Family	1939	Frame Vernacular
151A	Garage	1939	Frame Vernacular
180	Single Family	1910	Bungalow
187	Single Family	1936	Bungalow
239	Single Family	1940	Frame Vernacular
239A	Garage	1940	Frame Vernacular
245	Single Family	1914	Bungalow
245A	Guesthouse	1914	Frame Vernacular
245B	Garage	1914	Frame Vernacular

Gordon Drive

1170	Single Family	1930	Frame Vernacular
1170A	Guesthouse	1910	Frame Vernacular
1188	Multi-family	1920	Frame Vernacular

Gulf Shore Boulevard

926	Single Family	1948	Frame Vernacular
1044	Single Family	1928	Bungalow
1044A	Garage	1928	Frame Vernacular
1046	Single Family	1938	Frame Vernacular
1144	Single Family	1928	Frame Vernacular
1144A	Guesthouse	1928	Frame Vernacular

**Properties previously listed on the National Register**

<u>12<sup>th</sup> Avenue South</u>			
137	Palm Cottage	1901	Frame Vernacular
137A	Guesthouse	1920	Frame Vernacular
	*property listed May 24, 1982		

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section number 7 Page 7

Naples Historic District (Additional  
Documentation)

Name of Property  
Collier County, Florida

County and State  
N/A

Name of multiple listing (if applicable)

**Naples Historic District Non Contributing Properties**

<b>Address</b>	<b>Use</b>	<b>Date</b>	<b>Style</b>
<b><u>10<sup>th</sup> Avenue South</u></b>			
1	Single Family	1972	Frame Vernacular
75	Single Family	2007	Mediterranean Revival
95	Single Family	2005	Neo-Colonial Revival
132A	Garage	2004	Frame Vernacular
148	Single Family	2014	Neo-Colonial Revival
149B	Garage	2003	Frame Vernacular
163	Single Family	2014	Modern Stick
240	Single Family	1967	Masonry Vernacular
263	Multi-family	1975	Frame Vernacular
<b><u>11<sup>th</sup> Avenue South</u></b>			
75	Single Family	1985	Frame Vernacular
99	Single Family	1992	Masonry Vernacular
130A	Single Family	1992	Masonry Vernacular
130B	Guesthouse	1992	Masonry Vernacular
205A	Guesthouse	1981	Frame Vernacular
231	Single Family	2014	Neo-Colonial Revival
272	Single Family	2000	Mediterranean Revival
<b><u>12<sup>th</sup> Avenue South</u></b>			
55	Single Family	1992	Masonry Vernacular
60	Single Family	2010	Neo-Modern
61	Single Family	1982	Rustic
<b><u>13<sup>th</sup> Avenue South</u></b>			
55	Single Family	1985	Frame Vernacular
76	Single Family	2012	Masonry Vernacular
<b><u>9<sup>th</sup> Avenue South</u></b>			
62	Single Family	1997	Mediterranean Revival
<b><u>Broad Avenue South</u></b>			
50	Single Family	2012	Masonry Vernacular
78	Single Family	1987	Masonry Vernacular
140	Single Family	1999	Neo-Victorian
165	Single Family	2007	Neo-Queen Anne
207	Single Family	2014	Frame Vernacular
<b><u>Gulf Shore Boulevard</u></b>			
950	Single Family	1976	Frame Vernacular
1050	Single Family	1973	Masonry Vernacular

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section number 7 Page 8

Naples Historic District (Additional Documentation)
Name of Property
Collier County, Florida
County and State
N/A
Name of multiple listing (if applicable)

**Non Contributing Properties (continued)**

Address	Use	Date	Style
<u>Gulf Shore Boulevard</u>			
1075	Single Family	1968	
1075A	Guesthouse	1968	
1270	Single Family	2006	Frame Vernacular

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Naples Historic District (Additional Documentation)
Name of Property Collier County, Florida
County and State N/A
Name of multiple listing (if applicable)

Section number 9 Page 1

**SUMMARY STATEMENT OF SIGNIFICANCE**

The Naples Historic District is locally significant under Criterion A: Community Planning and Development and Criterion C: Architecture. This additional documentation brings the period of significance forward from 1937 until 1964, the year that the historic Naples Hotel was demolished and encompassing the reconstruction of the Naples Pier following its destruction by Hurricane Donna in 1960.

Naples continued to slowly grow in the 1930s and 1940s, although it did not experience the same level of growth that characterized twelve years between 1913 and 1925. New transportation connections, including the extension of the Tamiami Trail to Naples and the construction of the Atlantic Coast Line railroad depot were balanced out by the collapse of the Florida Land Boom in 1926 and a devastating hurricane that same year. World War II triggered changes in Naples, reigniting interest in the community and prompting the last major wave of construction within the district. In 1960, Hurricane Donna slammed into Naples. This disaster marked the end of the middle period of Naples’ history and serves as a major transition point in the community.

**NARRATIVE STATEMENT OF SIGNIFICANCE**

Naples and the Great Depression

The Great Depression arrived in South Florida earlier in than the rest of the country due to the collapse of the Florida Land Boom in 1926 and a hurricane that same year. Construction within the historic district declined in this time period due to a lack of capital. Development also shifted from the historic district to areas on the edges of the community, namely to the north and east. In 1927, the Atlantic Coast Line railroad completed its branch line to Naples and constructed a Mediterranean Revival railroad depot at 10<sup>th</sup> Street and 5<sup>th</sup> Avenue. At the same time, the Tamiami Trail was completed to Naples along 9<sup>th</sup> Street to 5<sup>th</sup> Avenue, where it turned east and headed towards the Everglades. The construction of the highway shifted the commercial center of the community away from its historic location along 3<sup>rd</sup> Street at the southeastern corner of the historic district, to the “four corners” area at 5<sup>th</sup> Avenue and 9<sup>th</sup> Street.<sup>5</sup>

Naples grew slowly during the 1930s. While the Great Depression froze many other communities due to a lack of work or resources, Naples benefitted from its status as a getaway for wealthy Midwesterners who could still afford to maintain second homes and travel to Naples for the winter season. Of the 95 contributing resources in the district, 22 date to the time period 1930-1939. The homes exhibit the same architectural styles as their predecessors, with a mix of Frame Vernacular, Bungalow, and revival styles.

World War II

America’s entry into World War II helped trigger a new building boom in Naples that resulted in the filling-in of the 1885 plan of the city. The historic district’s residential character was cemented in this period as commerce continued its move to the north and east towards Tamiami Trail and the railroad. In 1941, Collier County and Naples entered into an agreement to construct a new airport to the east of Naples across the Gordon River, with the county providing two thirds of the cost and the city providing one third.<sup>6</sup> Completed in early 1942, the airport was requisitioned by the United States government and used as a training field for Army Air Corps fighter pilots operating out of Fort Myers.<sup>7</sup> The airfield’s construction and pilot training increased the number of people visiting Naples, many of which would return following the war.

<sup>5</sup> Lynn Fraser, *Images of America: Naples* (Mount Pleasant, SC: Arcadia Publishing, 2004), 119.

<sup>6</sup> Virginia Dean, *Naples on the Gulf: An Illustrated History* (Chatsworth, CA: Windsor Publications, Inc., 1991), 52-53.

<sup>7</sup> *Ibid.*, 53.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Naples Historic District (Additional Documentation)
Name of Property Colier County, Florida
County and State N/A
Name of multiple listing (if applicable)

Section number   9   Page     2    

Post War Naples, 1945-1964

While Naples prospered following World War II as the population reaped the benefits of post-war economic growth, the historic district entered its final phase of development. Development no longer centered on the old core of the community but to the north and east of Naples, and along the coastal marshes where developers created new neighborhoods by dredging canals and using the spoil to create lots for houses.

In 1946, the Naples Hotel and much of the remaining undeveloped land in Naples was purchased by Henry B. Watkins, Sr., of Ohio. Watkins utilized his position to implement his "Naples Plan," a community development plan designed to improve amenities in Naples without relying upon government expenditures. Among the plan's components were comprehensive city beautification by the planting of trees along city streets, beach restoration, and the construction of a new public park funded through donations.<sup>8</sup> The tree-lined streets that characterize the Naples Historic District date to this time, and at one point each street was associated with a specific variety of tree.<sup>9</sup> However, further developments in the district were limited to the construction of a few new homes, and the renovation of the Naples Hotel in the heart of the district in the early 1950s.<sup>10</sup>

Hurricane Donna was the most pivotal event in Naples' post-war history. Donna was a category 4 storm when it made landfall just south of Naples September 10, 1960. It moved south to north along the coast, lashing communities with winds of 100-120 miles per hour. In Naples, the winds and storm surge destroyed the historic pier and numerous homes along the waterfront. Despite the widespread damage, no people were killed in Naples.<sup>11</sup>

Hurricane Donna's impact was widespread and led to the transformation of Naples. As late as 1962, large empty areas were left to the south, east, and north of the historic district, but it is unknown if these large open areas were a result of the hurricane or were areas that simply failed to develop outside of the district (figure 6). What is known is that the city underwent a building boom following the hurricane, and those vacant parcels were filled in within the next ten years. Following the storm, the pier was rebuilt in its current configuration, with multiple hipped roofed pavilions, and became a purely recreational structure (figure 2-3). Homes were rebuilt, but the Naples company took the opportunity to construct the first apartments and condominiums in the old portion of the city to the east of the historic district along Broad and 12<sup>th</sup> Avenues. In 1964, the historic Naples Hotel closed its doors and was demolished to make way for a parking lot.<sup>12</sup>

<sup>8</sup> Dean, 57

<sup>9</sup> Wilson, 4

<sup>10</sup> Dean, 56-57

<sup>11</sup> "Hurricane Donna Strikes Naples" NOAA and the Preserve America Initiative. Accessed April 11, 2017, available online <<https://www.weather.gov/media/tbw/paig/PresAmHurricane1960.pdf>>.

<sup>12</sup> Fraser, 126-128; Dean, 63.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section number   9   Page     1    

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Naples Historic District (Additional  
Documentation)

Name of Property  
Colier County, Florida

County and State  
N/A

Name of multiple listing (if applicable)

**MAJOR BIBLIOGRAPHICAL REFERENCES**

Initial survey work completed by Elaine Reed, Lynne Howard Frazier, and Nancy Webster, et al., for the Naples Historical Society.

Dean, Virginia. *Naples on the Gulf: An Illustrated History*. Chatsworth, CA: Windsor Publications, Inc., 1991

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<https://www.weather.gov/media/tbw/paig/PresAmHurricane1960.pdf>. Accessed April 11, 2017.  
335099641.html. Accessed 17 March 2017.

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Webster, Nancy. "History: The Tale of Olde Naples Pier." *Naples Daily News*. November 6, 2008.  
<http://archive.naplesnews.com/lifestyle/family/history-the-tale-of-olde-naples-pier-ep-400396499->

Wilson, Joie and Penny Taylor. *Dream Houses: Historic Beach Homes and Cottages of Naples*. Gainesville, FL: University Press of Florida, 2011.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section number 10 Page 1

Naples Historic District (Additional Documentation)
Name of Property Colier County, Florida
County and State N/A
Name of multiple listing (if applicable)

**GEOGRAPHICAL DATA**

See boundary map for latitude/longitude coordinates of the historic district boundary vertices.

**Verbal Boundary Description**

See accompanying map for detailed boundary outline. Briefly, starting at the northwestern corner of the district, the boundary starts at the intersection of 9<sup>th</sup> Ave S and the beach, follows 9<sup>th</sup> Ave S east to Gulf Shore Blvd, turns south and runs along Gulf Shore Boulevard to 10<sup>th</sup> Avenue S; turns east and runs to the western property line of 149 10<sup>th</sup> Avenue S; runs north along the property line to the alley north of 10<sup>th</sup> Avenue S; runs east along the alley to 3<sup>rd</sup> St S; turns south and runs to 11<sup>th</sup> Ave S; turns west and runs to the eastern property line of 272 11<sup>th</sup> Ave S; runs south to the alley north of Broad Ave S; runs west to the eastern property line of 245 Broad Ave S; runs south to Broad Ave S; runs east along the north side of the road to 3<sup>rd</sup> St; runs south to the northern property line of 1177 3<sup>rd</sup> St, where it runs around the north, east, and south boundaries of the property until it intersects with the west side of 3<sup>rd</sup> St; runs north to the southern property line of 1148 3<sup>rd</sup> St and runs along the southern and western boundaries of the property until it intersects with the south side of Broad Ave S; runs west to Gordon Dr; turns south to 12<sup>th</sup> Ave S.; runs west along 12<sup>th</sup> Ave to the eastern property line of 60 12<sup>th</sup> Ave S; runs south along the eastern boundaries of 60 12<sup>th</sup> Ave S, 1270 Gulf Shore Blvd where it cuts through the driveway leading to the property, and 55 13<sup>th</sup> Ave S; runs along the eastern and southern boundaries of 76 13<sup>th</sup> Ave south to the beach fronting the Gulf of Mexico; runs north along the beach to the Naples pier; runs around the perimeter of the Naples pier; and then returns to its origin point at the beach and 9<sup>th</sup> Ave S.

**Boundary Justification**

The boundary is unchanged from the 1987 nomination (amended 1994) except for the inclusion of the municipally owned Naples Pier, the status of which was unclear in the previous nominations. Updated maps and boundary description are provided for the existing boundary due to a lack of clarity in the previous submissions.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Naples Historic District (Additional Documentation)
Name of Property
Colier County, Florida
County and State
Name of multiple listing (if applicable)

Section number      Figures      Page      1     



Figure 1: December 1962 Aerial view of the Naples Pier showing the post-Hurricane Donna design of the pier. Clearly visible are the paired rectangular pavilions at the shore and midpoint of the pier, and the single pavilion at the end of the pier.

(U.S. Department of Agriculture, *Aerial Photographs of Collier County-Flight 2DD (1962)*. Aerial Photography: Florida, University of Florida. <http://ufdc.ufl.edu/UF00071736/00010/91?coord=26.147117162702372,-81.8126106262207,26.12353832437836,-81.77364349365234>, accessed 17 March 2017.)

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Naples Historic District (Additional Documentation)
Name of Property
Colier County, Florida
County and State
Name of multiple listing (if applicable)

Section number      Figures      Page      2     



Figure 2, 3: Post-Hurricane Donna Design. Note the original concrete and wood trestle bents, which have since been replaced by all-concrete bents.

(Left: Johnson, Francis P. *Several fishermen fishing on the pier - Naples, Florida*. 1969. Black & white photoprint, 3 x 3 in. State Archives of Florida, Florida Memory. <<https://www.floridamemory.com/items/show/84973>>, accessed 20 April 2017.  
Right: Holland, Karl E., 1919-1993. *Beach and fishing pier - Naples, Florida*. 1978. Black & white photoprint, 2 x 3 in. State Archives of Florida, Florida Memory. <<https://www.floridamemory.com/items/show/88838>>, accessed 20 April 2017)



Figure 4: Original Naples Pier, visible in background, 1897.

(*Koreshans setting up "The Air Line" rectilineator on the beach next to the pier in Naples, Florida*. ca 1897. Black & white photonegative, 35 mm. State Archives of Florida, Florida Memory. <<https://www.floridamemory.com/items/show/258144>>, accessed 17 March 2017.)

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section number Figures Page 3

Naples Historic District (Additional Documentation)
Name of Property Colier County, Florida
County and State
Name of multiple listing (if applicable)



Figure 5: Second design of the Naples Pier, c. 1955.

(Heunisch, Robert G. *1,000 foot fishing pier at Naples*. 1955. Color postcard, 9 x 14 cm. State Archives of Florida, Florida Memory. <<https://www.floridamemory.com/items/show/274333>>, accessed 17 March 2017.)

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Naples Historic District (Additional Documentation)

Name of Property  
Collier County, Florida  
County and State

Name of multiple listing (if applicable)

Section number      Figures      Page      4     



Figure 6: Central Naples, 1962. Note the large vacant parcels to the south and east of the Naples Hotel (outlined in red) and the historic district (roughly outlined in blue). It is unknown if the parcels are vacant due to the damage caused by Hurricane Donna in 1960.

(U.S. Department of Agriculture, Aerial Photographs of Collier County-Flight 2DD (1962). Aerial Photography: Florida, University of Florida. <http://ufdc.ufl.edu/UF00071736/00010/91?coord=26.147117162702372,-81.8126106262207,26.12353832437836,-81.77364349365234>, accessed 17 March 2017.)

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Naples Historic District (Additional Documentation)
Name of Property
Collier County, Florida
County and State
Name of multiple listing (if applicable)

Section number Photo Log Page 1

**PHOTO LOG**

**Name of Property:** Naples Historic District (Additional Documentation)  
**City or Vicinity:** Naples  
**County:** Collier **State:** Florida  
**Photographer:** Ruben A. Acosta  
**Date Photographed:** January 2017

- 1 of 6: Guesthouses (281A and 287A) of 281 and 287 11<sup>th</sup> Avenue South fronting the rear alleyway. View southwest.
- 2 of 6: Naples Pier. View northwest.
- 3 of 6: Naples Pier shore side pavilions for public restrooms. View northwest.
- 4 of 6: Naples Pier, end pavilion. View west.
- 5 of 6: House at 53 Broad Avenue South showing common alterations in the district including enclosed porch, new windows, and a rear addition. A separate guesthouse with garage is visible in the background. View north.
- 6 of 6: New houses under construction along Gulf Shores Boulevard immediately south of the historic district, illustrating the development pressure on the district. View west.

# Naples Historic District (Add. Doc.)

Between 9th Ave. on the north,  
13th Ave. on the south,  
Gulf of Mexico on the west,  
and 3rd St. on the east.

Naples, Collier County  
Florida

USGS Map: Naples North

Datum: WGS84

## Legend

 Proposed National Register Boundary

Date: 5/5/2017

1:24,000

0 1,000 2,000 4,000 Feet

0 250 500 1,000 Meters

Copyright:© 2013 National Geographic  
Society, i-cubed



# Naples Historic District (Add. Doc.)

Between 9th Ave. on the north,  
13th Ave. on the south,  
Gulf of Mexico on the west,  
and 3rd St. on the east.

Naples, Collier County  
Florida

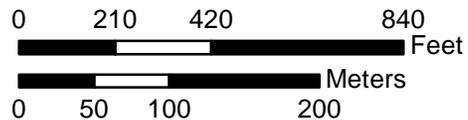
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## Legend

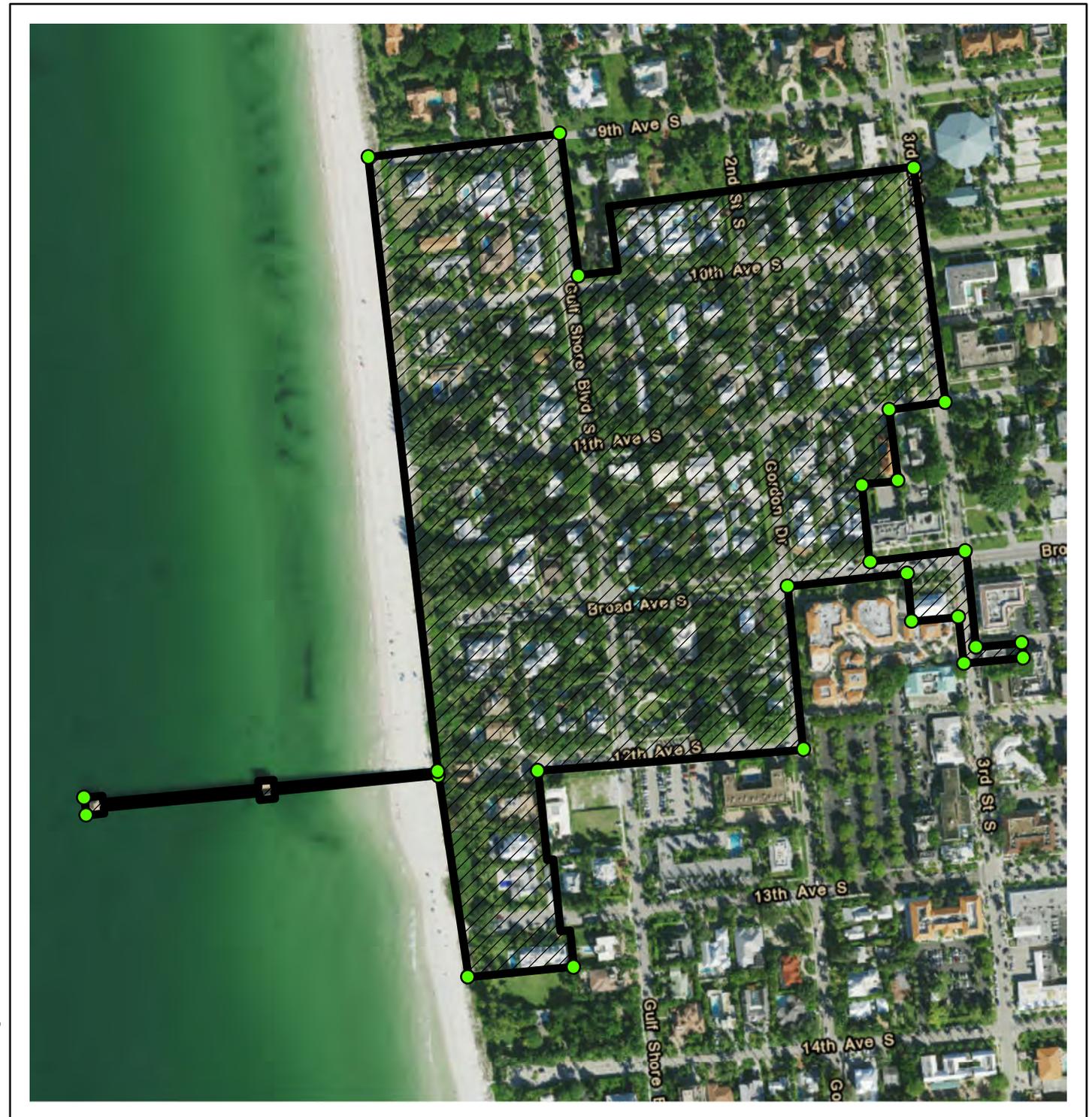
 Proposed National Register Boundary

Date: 5/5/2017

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Source: Esri, DigitalGlobe, GeoEye,  
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USDA, USGS, AEX, Getmapping,  
Aerogrid, IGN, IGP, swisstopo, and  
the GIS User Community



# Naples Historic District (Add. Doc.)

Naples, Collier County  
Florida

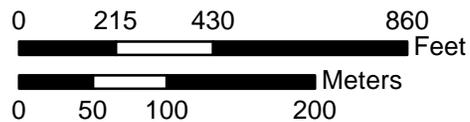
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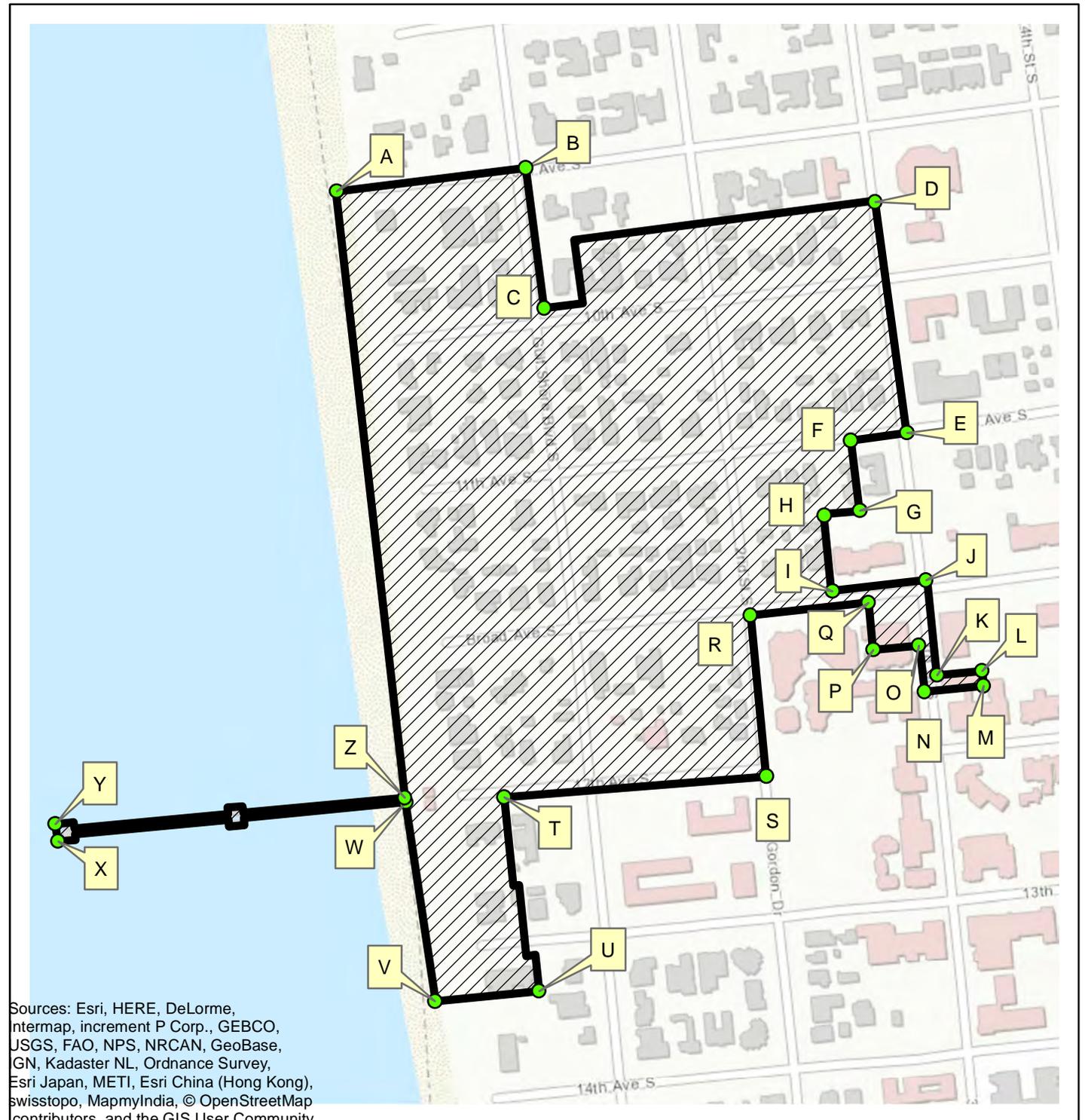
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Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, JSGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community



# Photo Key

## Naples Historic District (Add. Doc.)

Naples, Collier County  
Florida

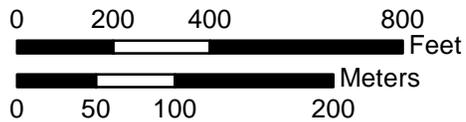
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 Proposed National Register Boundary

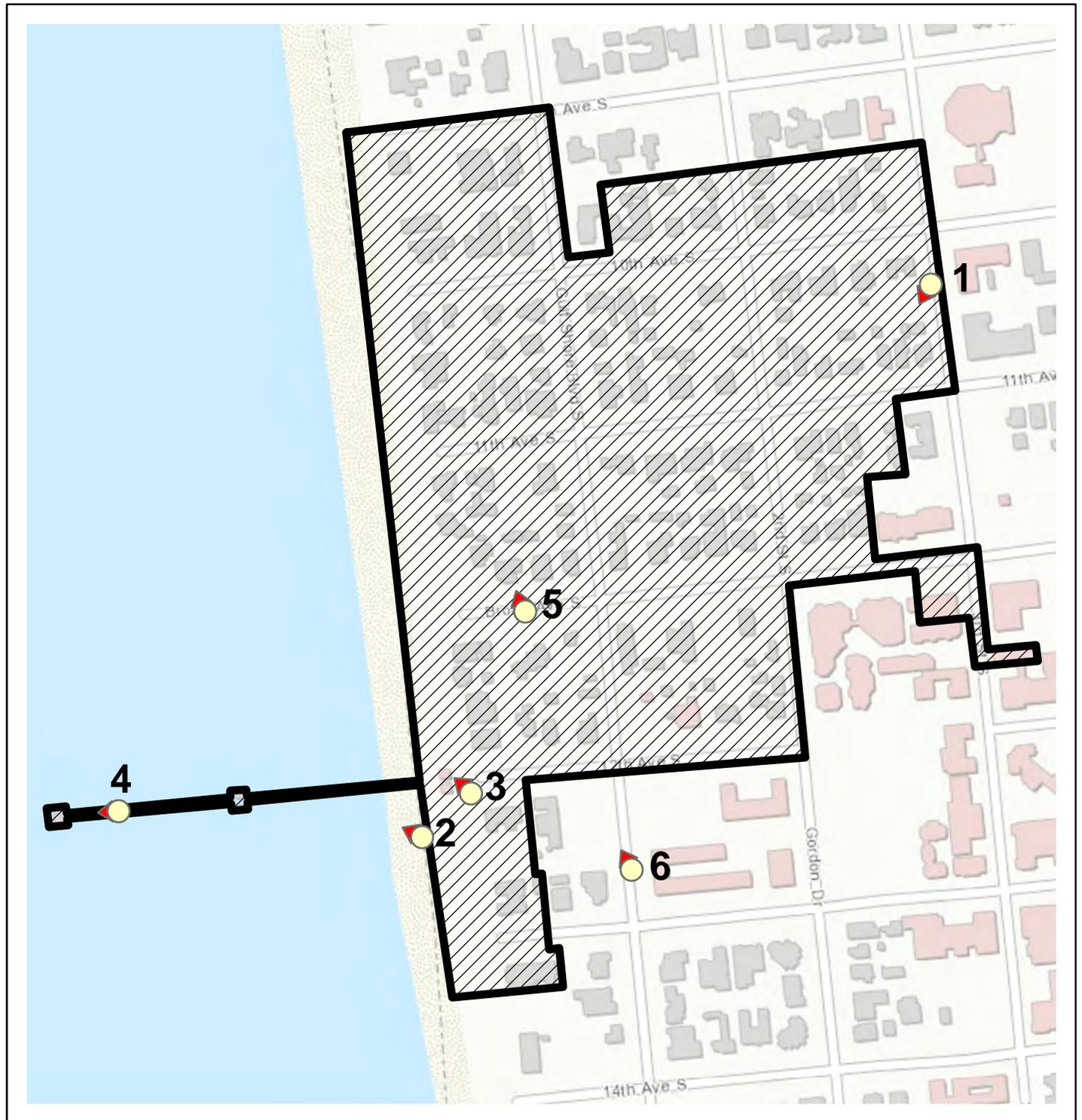
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All of Naples is a Bird Sanctuary  
Please Don't Feed or Touch the Pelicans

All of Naples is a Bird Sanctuary  
Please Don't Feed or Touch the Pelicans

WARNING  
NO GARBAGE







National Register of Historic Places  
Memo to File

# Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

67002179

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Naples Historic District  
Collier County  
FLORIDA

Working No. NOV 20 1987

Fed. Reg. Date: 2/7/89

Date Due: 12/17/87 - 1/4/88

Entered in the National Register Action:  ACCEPT 12-17-87  
 RETURN  
 REJECT

Federal Agency: \_\_\_\_\_

- resubmission
- nomination by person or local government
- owner objection
- appeal

Substantive Review:  sample  request  appeal  NR decision

Reviewer's comments:

Recom./Criteria \_\_\_\_\_  
Reviewer \_\_\_\_\_  
Discipline \_\_\_\_\_  
Date \_\_\_\_\_  
\_\_\_\_\_ see continuation sheet

Nomination returned for: \_\_\_\_\_ technical corrections cited below  
\_\_\_\_\_ substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership Public Acquisition	Status Accessible	Present Use
----------	---------------------------------	----------------------	-------------

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible?  yes  no

7. Description

Condition	Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed	
	<input type="checkbox"/> unaltered	
	<input type="checkbox"/> altered	

Describe the present and original (if known) physical appearance

- summary paragraph
- completeness
- clarity
- alterations/integrity
- dates
- boundary selection

---

**8. Significance**

Period      Areas of Significance—Check and justify below

Specific dates                      Builder/Architect  
Statement of Significance (*in one paragraph*)

- summary paragraph
- completeness
- clarity
- applicable criteria
- justification of areas checked
- relating significance to the resource
- context
- relationship of integrity to significance
- justification of exception
- other

---

**9. Major Bibliographical References**

---

**10. Geographical Data**

Acreage of nominated property \_\_\_\_\_

Quadrangle name \_\_\_\_\_

UTM References \_\_\_\_\_

Verbal boundary description and justification \_\_\_\_\_

---

**11. Form Prepared By**

---

**12. State Historic Preservation Officer Certification**

The evaluated significance of this property within the state is:

\_\_\_\_ national      \_\_\_\_ state      \_\_\_\_ local

State Historic Preservation Officer signature

title                      date

---

**13. Other**

- Maps
- Photographs
- Other

Questions concerning this nomination may be directed to \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_ Phone: \_\_\_\_\_



*City of Naples*

*WJL*  
*EJ*

APR 21 1987  
HISTORIC PRESERVATION SECTION  
(813) 649-2333

EDWIN J. PUTZELL, JR.  
MAYOR

April 17, 1987

Mr. George W. Percy  
State Historic Preservation Officer  
Florida Department of State  
Division of Historical Resources  
R. A. Gray Building  
Tallahassee, FL 32399-0250

RECEIVED  
APR 20 1987  
APR 20 1987

RE: Naples Historic District

Dear Mr. Percy:

Thank you for your recent letter regarding the Naples Historic District nomination for listing in the National Register of Historic Places.

The residents of Naples are very much in favor of this nomination. Although Naples is a relatively young city, we are proud of our beginnings in Old Naples, and wish to take every opportunity to recognize and preserve the historic significance of this section of the city. Enclosed is a copy of a City Council resolution supporting the nomination.

We hope that the Florida National Register Review Board will share our enthusiasm at the meeting on May 14, 1987, and submit the nomination to the keeper of the National Register in Washington, D.C.

Thank you for your consideration and assistance.

Sincerely,

Edwin J. Putzell, Jr.

Enc.

RESOLUTION NO. 87-5225

A RESOLUTION SUPPORTING THE SUBMITTAL OF AN APPLICATION TO THE STATE OF FLORIDA AND THE UNITED STATES DEPARTMENT OF THE INTERIOR TO HAVE A PORTION OF OLD NAPLES RECOGNIZED AND DESIGNATED AS THE NAPLES HISTORIC DISTRICT IN THE NATIONAL REGISTRY OF HISTORIC PLACES; AUTHORIZING THE MAYOR TO SUBMIT SAME; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the historic resources located within the boundaries of the proposed historic district represent the outcome of the aspirations of a spirited group of investors over a thirty year period; and

WHEREAS, the proposed historic district has added immeasurably to the esteem and appreciation of the City of Naples in the eyes of the many residents and guests who have visited there; and

WHEREAS, the City of Naples desires to preserve the overall character of Naples and the winter homes that were built to support a yearly tradition of bringing the family and engaging in the outdoor sports available in this community located on the edge of the vast Everglades wilderness; and

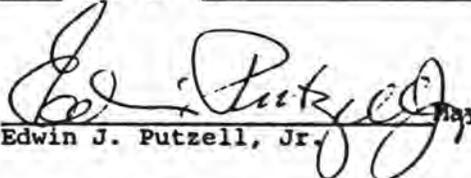
WHEREAS, the City Council desires to apply to the State of Florida and the United States Department of the Interior to designate a portion of Old Naples as the Naples Historic District in the National Registry of Historic Places;

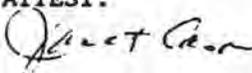
NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NAPLES, FLORIDA:

SECTION 1. The City Council hereby authorizes the Mayor to file the application to designate a portion of Old Naples as the Naples Historic District in the National Registry of Historic Places, more particularly described in the boundary description, a copy of which is attached hereto and made a part hereof.

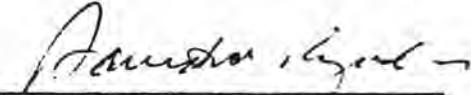
SECTION 2. This resolution shall take effect immediately upon adoption.

PASSED IN OPEN AND REGULAR SESSION OF THE CITY COUNCIL OF THE CITY OF NAPLES, FLORIDA, THIS 4TH DAY OF MARCH, 1987.

  
Edwin J. Putzell, Jr. Mayor

ATTEST:  


Janet Cason  
City Clerk

APPROVED AS TO FORM AND LEGALITY BY   
David W. Rynders  
City Attorney

**Collier County Historical Society, Inc.**

POST OFFICE BOX 201  
NAPLES, FLORIDA 33939

(813) 261-8164

June 29, 1987

Mr. Jerry Rogers  
Keeper of The National Register of Historic Places  
U.S. Department of the Interior  
Washington, D.C. 20240

Dear Mr. Rogers:

I am writing to express the enthusiastic support of the Collier County Historical Society for the City of Naples, Florida's application to the Register for an historic district. We have encouraged the city in this endeavor and have participated wherever possible in the gathering of data for the establishment of boundaries. Our headquarters, Palm Cottage, is listed in The Register and stands in the heart of the proposed district.

We are particularly anxious to include the only two historically significant commercial buildings remaining in the district, the Naples Mercantile Building and the Old Naples Building at Broad Avenue South and 3rd Street South. These buildings complete what remains of the original settlement which became Naples. They function today as they did when the community was young as part of the first commercial retail and service area.

The owners of the Old Naples Building have resisted inclusion in the district, because they fear some loss of property rights will result. We and the City are working to convince the owners that no such loss of rights should occur and to help find incentives which may encourage them to restore and continue to maintain the building.

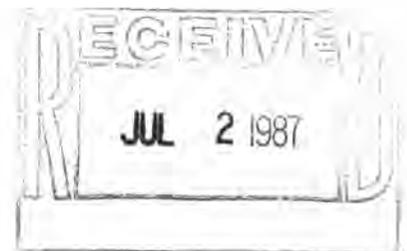
Thank-you for your kind attention. We look forward to your consideration of the Naples application.

Sincerely,



C. Lodge McKee II  
President

CLM/mg





FLORIDA DEPARTMENT OF STATE

Jim Smith  
Secretary of State

DIVISION OF HISTORICAL RESOURCES

R.A. Gray Building  
Tallahassee, Florida 32399-0250  
(904) 488-1480

November 12, 1987

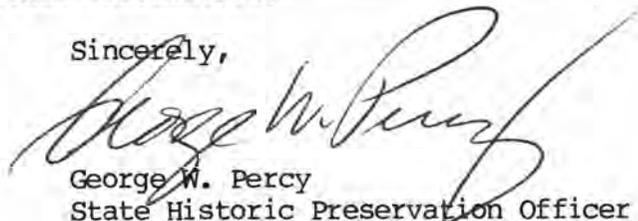
Ms. Carol D. Shull, Chief of Registration  
National Register of Historic Places  
Department of the Interior, NPS  
P.O. Box 37127  
Washington, D.C. 20013-7127

Dear Ms. Shull:

Enclosed are completed National Register Nomination forms and supporting documentation for the Naples Historic District.

Please do not hesitate to contact us at (904) 487-2333 if you have any questions or require additional information.

Sincerely,



George W. Percy  
State Historic Preservation Officer

Enc.

GWP/jpo

NOV 20 1987



FLORIDA DEPARTMENT OF STATE

Jim Smith  
Secretary of State

DIVISION OF HISTORICAL RESOURCES

R.A. Gray Building  
Tallahassee, Florida 32399-0250  
(904) 488-1480

Ms. Carol D. Shull  
Chief of Registration  
National Register of Historic Places  
Dept. of Interior, NPS  
P.O. Box 37127  
Washington, D.C. 20013

Dear Ms. Shull:

The enclosed documentation should have been included in the package of nomination materials that was sent to you last week for the Naples, Florida, Historic District. Please accept my apologies for having mailed the nomination in an incomplete form.

Sincerely,

Julia Osmond  
Secretary, Bureau of Historic  
Preservation

NOV 20 1987

---

CLASSIFICATION

count       resource type

---

STATE/FEDERAL AGENCY CERTIFICATION

---

FUNCTION

historic       current

---

DESCRIPTION

architectural classification  
 materials  
 descriptive text

---

SIGNIFICANCE

Period      Areas of Significance--Check and justify below

Specific dates      Builder/Architect  
Statement of Significance (in one paragraph)

summary paragraph  
 completeness  
 clarity  
 applicable criteria  
 justification of areas checked  
 relating significance to the resource  
 context  
 relationship of integrity to significance  
 justification of exception  
 other

---

BIBLIOGRAPHY

---

GEOGRAPHICAL DATA

acreage       verbal boundary description  
 UTM's       boundary justification

---

ACCOMPANYING DOCUMENTATION/PRESENTATION

sketch maps       USGS maps       photographs       presentation

---

OTHER COMMENTS

Questions concerning this nomination may be directed to

\_\_\_\_\_ Phone \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_



FLORIDA DEPARTMENT OF STATE

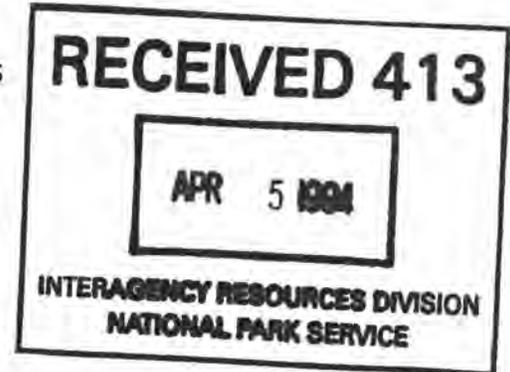
Jim Smith  
Secretary of State

DIVISION OF HISTORICAL RESOURCES

R.A. Gray Building  
500 South Bronough

Tallahassee, Florida 32399-0250

Director's Office      Telecopier Number (FAX)  
(904) 488-1480      (904) 488-3353



March 23, 1994

Ms. Carol D. Shull, Chief of Registration  
National Register of Historic Places  
National Park Service  
Department of the Interior  
Post Office Box 37127  
Washington, D.C. 20013-7127

Dear Ms. Shull:

The revised Continuation Sheets and district map enclosed herewith are forwarded for inclusion in the Naples Historic District nomination. They are submitted to correct discrepancies in the street numbers of certain properties as recorded in the original documentation.

Specifically, the property erroneously listed and shown in the original documentation as 43 Broad Avenue South has been properly identified as 1144 Gulf Shore Boulevard, as the only access to the property is through an alley at the latter address; also, the property originally identified as 1144 Gulf Shore Boulevard has been properly identified as number 1120.

The revised Contributing and Non-contributing property lists reflect these corrections as well as the addition of several street numbers previously omitted and the deletion of others that were inappropriately included.

Ms. Carol D. Shull  
March 23, 1994  
Page Two

These revisions do not affect the boundaries of the district or the status of any property within the district as originally listed. Please contact Bill Thurston of my staff at (904) 487-2333 if you have any questions or need any additional documentation.

Sincerely,

*Suzanne P. Walker*  
for George W. Percy  
State Historic  
Preservation Officer

GWP:Tbm

Enclosure(s)



National Park Service  
U.S. Department of the Interior

National Register, History  
and Education

(office location)  
1201 Eye Street, NW  
8th Floor  
Washington, DC 20005

USPS mailing address:  
1849 C Street, NW  
(2280)  
Washington, DC 20240

202/354-2210/2211 phone  
202/371-2229/6447 fax

## National Register, History & Education Fax

To:

Kathy TUSA

Fax number:

239-435-1438

From:

Alexis Abernathy

Date:

9-2-05

Pages to follow:

multiple.

Comments:

in 1994 Additional documentation  
was rec'd correcting previous resource  
information. I have given you only  
the corrected information.

Alexis

EXPERIENCE YOUR AMERICA

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

## 6. Function or Use

Historic Functions (enter categories from instructions)

Domestic: Single Dwelling  
Commerce: Business

Current Functions (enter categories from instructions)

Domestic: Single Dwelling  
Commerce: Business

## 7. Description

Architectural Classification  
(enter categories from instructions)

Bungalow  
Colonial Revival  
Mediterranean Revival  
Other: Frame Vernacular

Materials (enter categories from instructions)

foundation Brick  
walls Weatherboard; shingle  
Stucco  
roof Asphalt  
other Wood porch

Describe present and historic physical appearance.

The Naples Historic District is located in the southwestern portion of the City of Naples in Collier County, Florida. The district includes sixty-five historic single family residences, two historic commercial buildings and twenty-six non-contributing buildings. The district developed over a fifty-year period beginning in 1887 and waning about 1937. Development did not occur constantly over this period, but in three periods including the initial settlement from 1887 to 1889, another growth period from 1910 to 1918, and the last from 1922 to 1937. The district is almost exclusively residential in character and is in excellent condition.

The area comprising the district is a portion of a large plat of the "Town of Naples" laid out by the Naples Company in 1887. The plat was an ambitious plan to develop several square miles of land into neatly laid out streets and avenues, with a pier and commercial core at the center. Outlying lots were larger and were planned for fruit and vegetable culture. Development during the first twenty-five years of a rigorous marketing program by original and subsequent owners of the project resulted in a small concentration of homes and businesses surrounding the pier with much of the outer areas being developed only in recent years.

A key element in the development of Naples is the unique feature of its Gulf front beach. Naples is the only major Florida west coast town located directly on the Gulf. The beach forms a key historic and natural link along the western boundary of the district. The beach is essentially a public thoroughfare with many of the largest buildings constructed on a low bluff between Sixth Avenue South and Fourteenth Avenue South. Several structures are, in fact, built in the middle of blocks facing the beach with no direct frontage on the side streets. The development of Naples proceeded along the beach and inward, always with a beachfront focus. For this reason, the beach forms a continuous link between the historic properties of the district along its western boundary.

## 9. Major Bibliographical References

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: \_\_\_\_\_

## 10. Geographical Data

Acreage of property approx. 50 acres

UTM References

A 

1,7	4 1,9	3,2,0	2,8	9,0	8,0,0
Zone	Easting		Northing		

C 

1,7	4 1,9	8,6,0	2,8	9,0	4,2,0
Zone	Easting		Northing		

B 

1,7	4 1,9	7,6,0	2,8	9,0	7,9,0
Zone	Easting		Northing		

D 

1,7	4 1,9	3,9,0	2,8	9,0	1,3,0
Zone	Easting		Northing		

See continuation sheet

Verbal Boundary Description

See continuation sheet

Boundary Justification

See continuation sheet

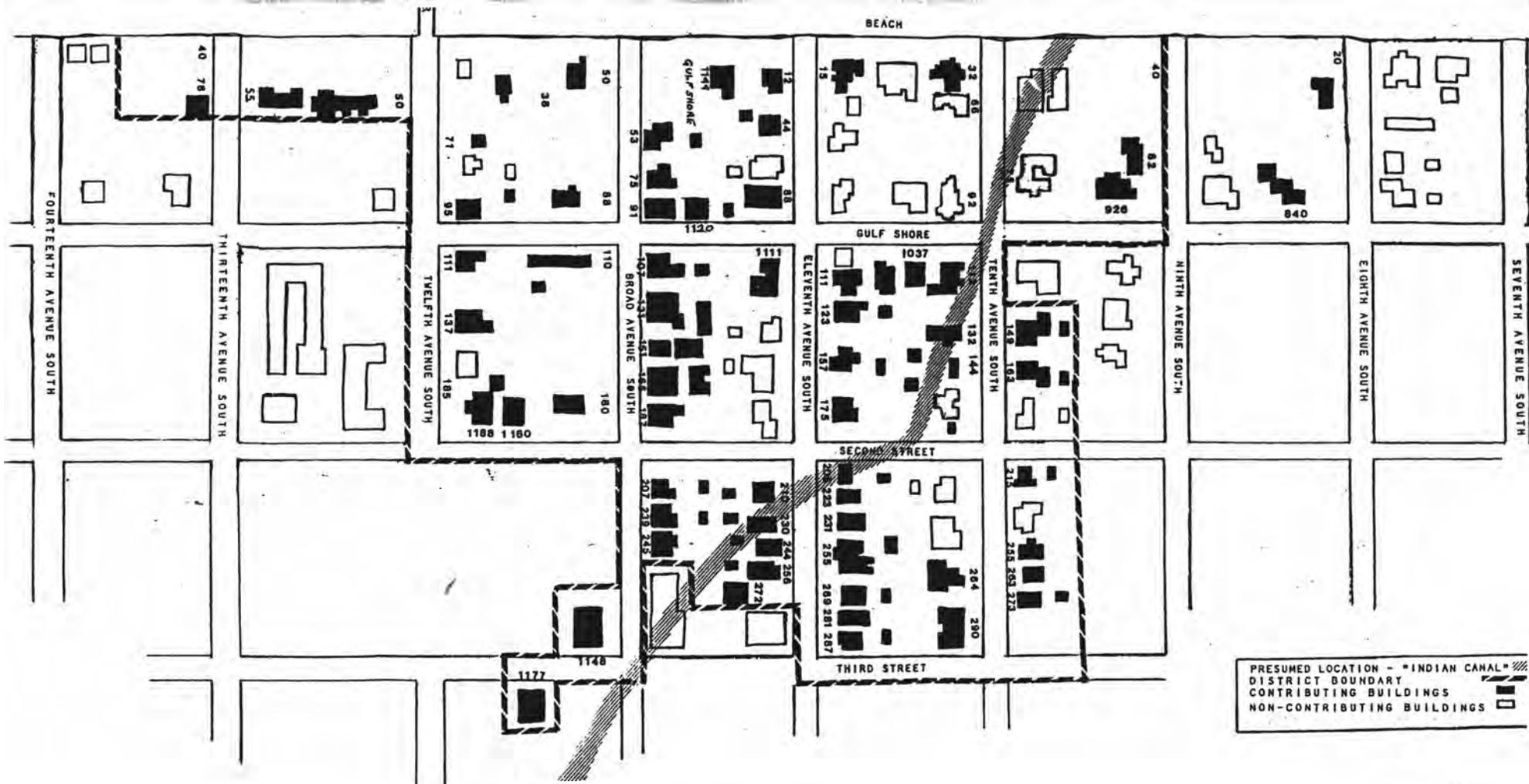
## 11. Form Prepared By

name/title Gladys Cook, Philip Werndli, Michael Zimny

organization Bureau of Historic Preservation date November, 1987

street & number R.A. Gray Bldg, 500 S. Bronough St. telephone (904) 487-2333

city or town Tallahassee state Florida zip code 32399-0250



**NAPLES  
HISTORIC  
DISTRICT**

FLORIDA  
PRESERVATION  
SERVICES



P.O. Box 13892  
TALLAHASSEE, FL 32317

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 6/16/2017      Date of Pending List: 7/18/2017      Date of 16th Day: 8/2/2017      Date of 45th Day: 7/31/2017      Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

Accept       Return       Reject      7/27/2017 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Jim Gabbert  Discipline Historian

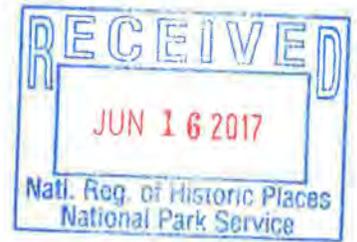
Telephone (202)354-2275 Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : No    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



**FLORIDA DEPARTMENT *of* STATE**



**RICK SCOTT**  
Governor

**KEN DETZNER**  
Secretary of State

June 13, 2017

J. Paul Loether, Deputy Keeper and Chief,  
National Register of Historic Places  
Mail Stop 7228  
1849 C St, NW  
Washington, D.C. 20240

Dear Mr. Loether:

The enclosed disks contain the true and correct copy of the Additional Documentation for the **Naples Historic District (FMSE#: 8CR00679), in Collier County**, which is listed on the National Register of Historic Places. The related materials (digital images, maps, and site plan) are included.

Please do not hesitate to contact me at (850) 245-6364 if you have any questions or require any additional information.

Sincerely,

Ruben A. Acosta  
Supervisor, Survey & Registration  
Bureau of Historic Preservation

RAA/raa

Enclosures