

Naples Development Capital & Capacity Radar

Who is building Naples, what is being approved, where the money comes from, and what the city's growth demands from Collier County. · **As of July 17, 2026** · An Intelligence Desk publication produced by Barone Media Group · Not legal or investment advice.

01

Executive Summary

The City of Naples development pipeline is **hospitality-led and mixed-use**, concentrated on the Gulf front and the downtown / Goodlette-Frank corridors. The City's own Site Plan Summary Report (as of 7/1/2026; re-retrieved and re-verified from the primary PDF on 7/17/2026) lists **19 active or recently-sufficient projects**. VERIFIED

The most consequential development is the **Naples Beach Club — A Four Seasons Resort**: a multi-phase ~125-acre coastal Planned Development (Ord. 2019-14420) with an operating hotel (opened Nov 2025), ~147 approved residences, a ~100-acre golf course, and 104+ acres in permanent conservation easement. It ranks first (Pressure Score 91/100) on verified physical scale, permanence, and approval complexity — *not* on its "\$1B+" cost claim, which stays REPORTED PARTIALLY VERIFIED

The public-money record sits alongside the private one: the City CRA is spending **\$15.28M** in FY2025-26 capital; the five-year CIP totals **\$401.2M**; and **Collier County contributes \$7.95M of tax increment to the City's downtown CRA — 2.4× the City's own \$3.25M** (both figures re-verified against the adopted budget PDF; budgeted tax-increment revenue, not modeled). The reviewed record does not attribute those general or corridor costs to any named private project. On the 2025 tax roll — final-certified 2026-03-31 (post-VAB) — City taxable value grew 6.69% to **\$40.98B** and County taxable value 6.18% to **\$161.44B** (final-over-final), with a record **\$4.30B** of county new-construction just value. VERIFIED

19	\$1B+	\$15.28M	\$40.98B
Active City site-plan pipeline projects (7/1/2026 report)	Largest reported project value (Four Seasons)	CRA capital FY2025-26 · CIP \$401.2M / 5yr	City taxable value, 2025 roll final-certified post-VAB (+6.69%)
VERIFIED	REPORTED — NOT VERIFIED	PUBLIC CAPITAL — VERIFIED	VERIFIED — 2025 DR-408

02

Ranked Development Pipeline (top ten)

#	PROJECT	JURISDICTION · PETITION	PROGRAM (RECORD)	SCORE	EVIDENCE
1	Naples Beach Club — Four Seasons	City · PD Ord 2019-14420	~125 ac; ~147 residences; ~100-ac golf; hotel open 2025	91	PART. VERIFIED
2	Naples Dual-Brand Hotel	City · 25-SP1	290 rooms; 188,039 sf; 8 stories; 4.45 ac	63	PART. VERIFIED
3	Moorings Park (CCRC expansion)	City · 26-SP2 (PD)	+140 units to ~514; 83-ac PD rezone	56	PART. VERIFIED
4	The Viceroy	City · 22-SP8	12 condos + marina; transient-lodging CU (4-1)	52	REPORTED

#	PROJECT	JURISDICTION · PETITION	PROGRAM (RECORD)	SCORE	EVIDENCE
5	D Downtown Mixed-Use (Wynn)	City · 23-SP5 / 25-DRB3	~45,000 sf mixed-use; ~\$15M reported	51	PART. VERIFIED
6	Inn on Fifth Expansion	City · 25-SP3	Downtown hotel/residences PD expansion	48	PART. VERIFIED
7	Harbour House	City · 25-SP8	14 luxury residences; \$17.5M reported acquisition	44	REPORTED
8	Revs Institute — Revs Reserve	City · 25-SP7	63,800 sf storage + hospitality; 6.6 ac	42	REPORTED
9	Club at Naples Bay Resort — Amdt 1	City · 22-SP7 (PD)	Resort/marina/club amendment (scope not pulled)	40	NEEDS PULL
10	Royal Poinciana Country Club	City · 25-SP12	Private-club clubhouse; sufficiency 3/30/2026	34	PART. VERIFIED

County comparator — tracked, not ranked. Metropolitan Naples / Mini-Triangle (Ascent + Aura; ~326 units; score 64 on the same model) sits in the Bayshore Gateway Triangle CRA, unincorporated Collier County — outside City of Naples jurisdiction — and is excluded from the City ranking above; it is read in the City-to-County spillover analysis. Its \$113.6M Aura loan is REPORTED DEBT — NOT INDEPENDENTLY VERIFIED.

Remaining active register: Moorings CC (25-SP10) · Chick-fil-A (25-SP5) · Jetport Amdt (22-SP26 A2) · Hibiscus Center (26-SP1) · Estuary at Grey Oaks (26-SP5) · Trinity by the Cove (25-SP9) · Chateau Club (26-SP6) · Serena & Lily (26-SP3) · Arhaus (25-SP11) · Bayfront (26-SP4). Scoring model: 7 weighted dimensions (capital 20 · scale 15 · approval complexity 15 · public-capital dependency 15 · service demand 15 · county spillover 10 · permanence 10) with an explicit missing-data penalty — a marketed cost claim cannot buy rank.

03

Capital at a Glance — classified, never summed across kinds

FIGURE	PROJECT / SCOPE	CLASSIFICATION	EVIDENCE
\$1,000,000,000+	Naples Beach Club / Four Seasons	Reported project value	REPORTED
\$113,604,228	Metropolitan — Aura construction loan (County comparator)	Reported debt — not independently verified	REPORTED — NO CLERK INSTRUMENT RETRIEVED
\$0	Recorded debt verified from a Clerk instrument	Recorded debt	VERIFIED GAP
\$17,500,000	Harbour House coop-site acquisition (June 2025)	Reported acquisition price — not deed-verified	REPORTED — NO CLERK DEED RETRIEVED
~\$15,000,000	D Downtown Mixed-Use	Reported project value	REPORTED
\$0	Private cost verified from a primary financial record	Verified project cost	VERIFIED GAP
\$15,284,000	City CRA capital, FY2025-26	Public capital cost	VERIFIED
\$401,248,311	City five-year CIP (FY2026-2030)	Public capital cost	VERIFIED
\$7,951,651 / \$3,248,590	County / City tax increment into downtown CRA,	Budgeted tax-increment revenue — verified (adopted	VERIFIED

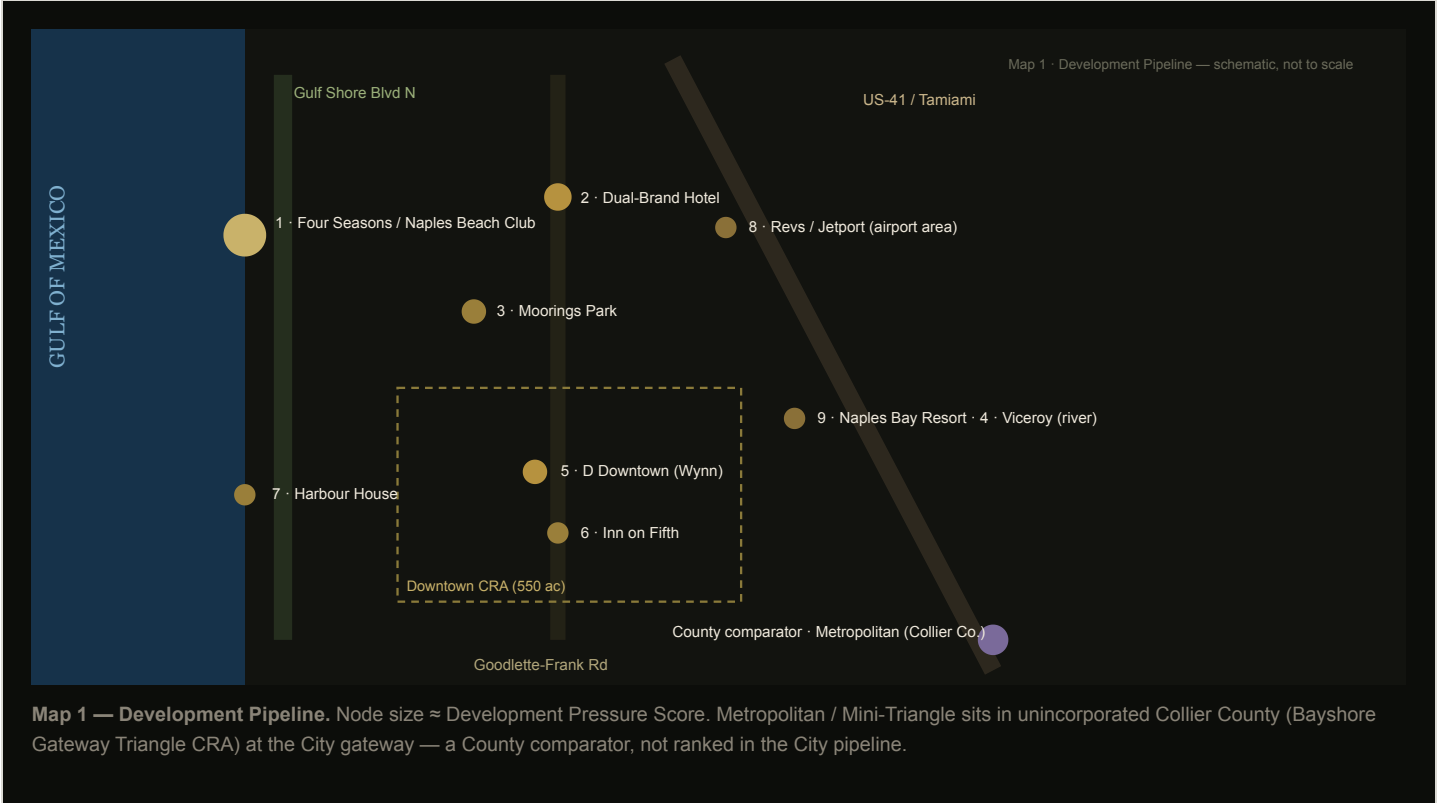
FIGURE	PROJECT / SCOPE	CLASSIFICATION	EVIDENCE
	FY2025-26	budget)	

Rule applied throughout: acquisition price, debt, permit value, presales, assessed value, project value, and public infrastructure are **never added into one total**. "\$0 verified private cost" means no developer or press figure has been reconciled against a recorded mortgage, permit value, or audited disclosure — a documented gap, not a claim that no money is moving.

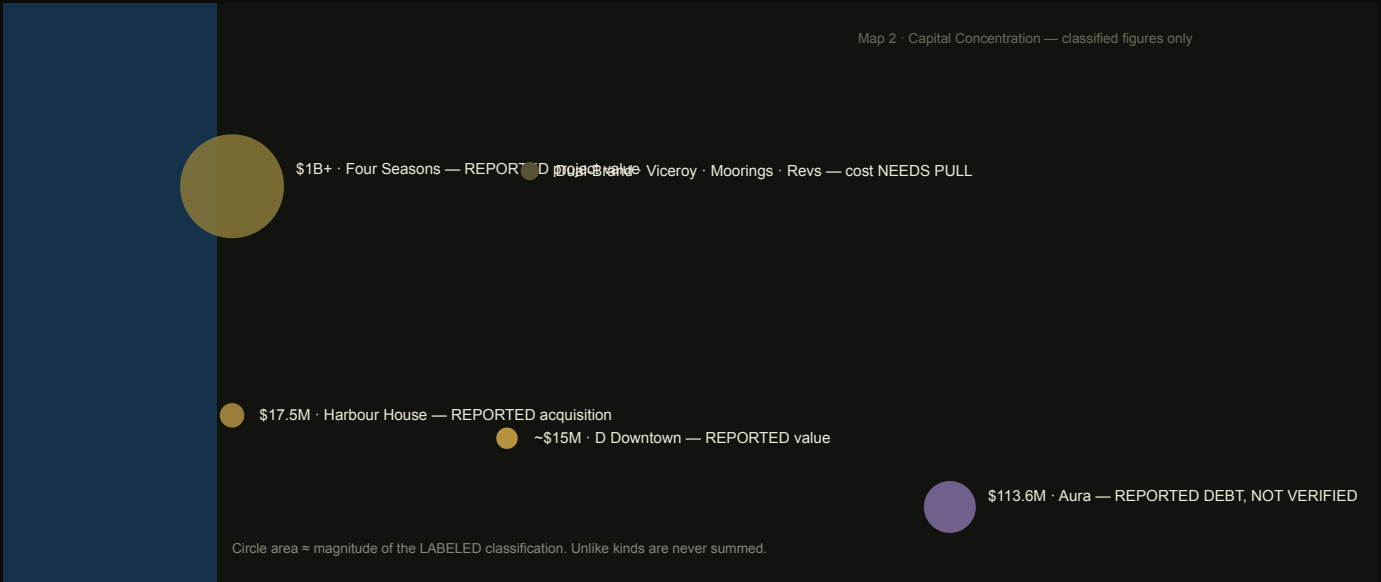
04

The Six Maps (schematic locators — not authoritative parcels)

All six maps are schematic locators keyed to street addresses in City records. Positions are approximate; node size tracks the labeled measure. **Authoritative GIS parcel geometry is a documented open pull** — no parcel boundary shown here is authoritative, per the no-invented-polygons rule.



Map 2 · Capital Concentration — classified figures only



Map 2 — Capital Concentration. Every node carries its financial classification; the \$1B+ node is a reported claim, not a verified cost. Gray nodes: projects whose capital records remain unpulled.

Map 3 · Public Infrastructure & CRA Investment — verified budget lines



Map 3 — Public Infrastructure & CRA Investment. All lines are verified adopted-budget/TIP figures. Attribution: corridor or general — no public line is tied by its source document to a named private project.

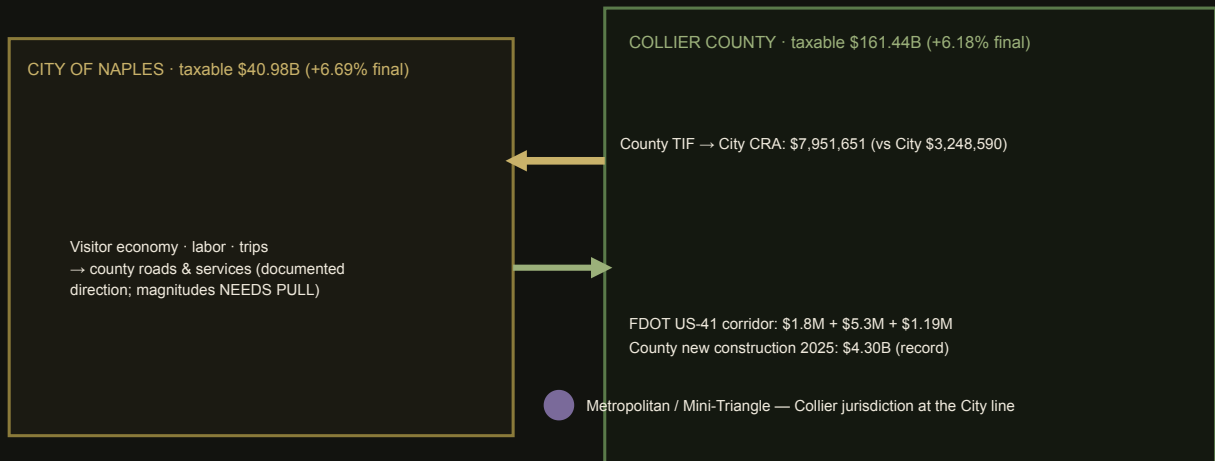
Documented program demand by project (record figures only)

Four Seasons		~147 residences · 215–277 keys (CONFLICTING) · ~125 ac
Dual-Brand Hotel		290 rooms · 188,039 sf · 290 parking
Metropolitan (Co. comparator)		~326 units · 15 stories
Moorings Park		+140 units (to ~514) · 83 ac
Viceroy		12 condos · 14 slips · 93 parking
Harbour House		14 residences
Inn on Fifth / D Downtown / Revs		program partially on record · NEEDS PULL

Trips, water/sewer demand, and workforce figures are NOT on the reviewed record for these projects — demand is compared on documented program (units/rooms/sf/parking) only. No invented engineering numbers.

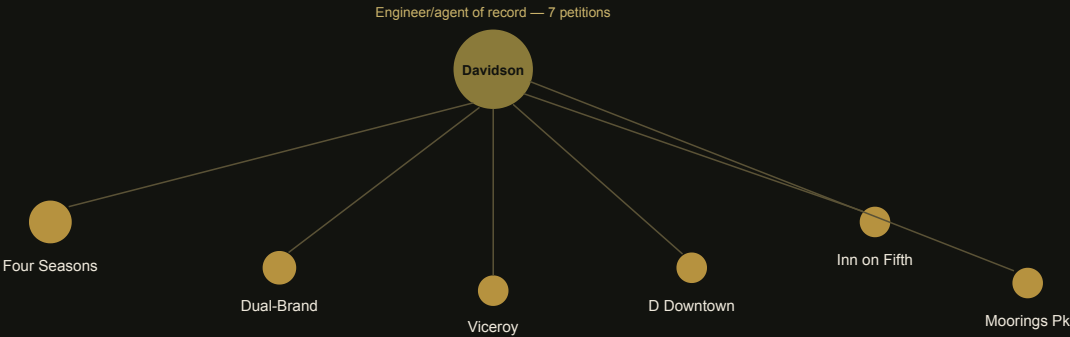
Map 4 · Development Demand — documented program

Map 4 — Development Demand. Bars compare documented program size. Traffic/utility/service-demand studies were not in the reviewed record and are flagged as open pulls — not estimated.



Map 5 · City-to-County Spillover — verified flows labeled

Map 5 — City-to-County Spillover. The one fully-verified two-way flow is fiscal: county increment funds City redevelopment while City growth feeds the shared tax base. Service-cost magnitudes on the county side are open pulls, not estimates.



Attorneys of record: Passidomo (Dual-Brand; Inn on Fifth 2015) · Saunders/GrayRobinson (Viceroy) · Yovanovich (Royal Poinciana)
Owners of record: NBC Land Trusts I/II · Commonage/AAM · Viceroy Naples LLC · Downtown Naples LLC (Wynn) · 1624 Gulfshore LLC
Beneficial ownership behind trusts/LLCs is NOT inferred (Clerk/Sunbiz pulls open). Disclosed abstention: Council member Barton on the Viceroy vote.
Concentration of a small development bar across petitions is a documented feature, not evidence of impropriety. No motive is attributed.

Map 6 — Ownership & Capital Network. Documented representation pathways only. The reviewed record does not establish improper conduct by any party.

05

Public Capital & Capacity (verified budget documents)

- **CRA Fund 180, FY2025-26** (adopted; re-verified from PDF): revenues \$11,480,241 · capital \$15,284,000 · expenditures \$18,863,310 · increment value \$2,780,137,215 (+10.14%) · County TIF \$7,951,651 · City TIF \$3,248,590 · garage-bond debt service \$1,384,201. **VERIFIED**
- **City five-year CIP (FY2026-2030)**: \$401,248,311 total; FY26 first year \$59,100,419; Water/Sewer \$18.44M; Stormwater \$7.31M; Streets \$2.6M; Gulf Shore Blvd N seawalls \$8.5M. **VERIFIED**
- **FDOT / Collier MPO TIP** — US-41 in-city corridor: Golden Gate Pkwy intersection \$1,799,881 (CST); 3rd Ave–SR 84 mobility PD&E \$1,188,222; pavement reconstruction \$5,300,000 (PE). **VERIFIED**
- **Attribution discipline**: no public line is tied by its source to a named private project — classified corridor or general. Collier TDC/beach/Pier capital: **NEEDS SOURCE PULL** (collier.gov blocked retrieval).

06

Tax Base, Public Revenue & Development Return (Florida DOR)

MEASURE	GEOGRAPHY · YEAR	VALUE	STATUS
Taxable value	City of Naples · 2024→2025	\$38.41B → \$40.98B (+6.69%)	VERIFIED (2025 final-certified 2026-03-31, post-VAB)
Just value	City of Naples · 2025	\$55.51B	VERIFIED (DOR R-NVAB stage vintage)
Taxable value	Collier County · 2023→2025	\$137.99B → \$152.04B → \$161.44B	VERIFIED (final-over-final; 2025 final-certified post-VAB)

MEASURE	GEOGRAPHY · YEAR	VALUE	STATUS
Taxable value — DOR Data Book vintage	County / City · 2025 R-NVAB stage	\$164.53B / \$41.29B	Superseded by final certification 2026-03-31
New-construction just value	Collier · 2021→2025	\$2.35B → \$2.96B → \$3.44B → \$3.60B → \$4.30B (record)	VERIFIED
Taxes levied, all authorities	Collier · 2025	\$1,676,522,453 (+7.24%)	VERIFIED
City millage · levy	Naples · 2024 (2025 certified levy publication pending)	1.2300 · \$47.2M levied; ~\$50.4M implied by 2025 final base	VERIFIED · MODELED
CRA increment · County/City TIF	Downtown CRA · FY26	\$2.78B · \$7.95M / \$3.25M	VERIFIED
City-level new-construction value	City of Naples	—	NEEDS SOURCE PULL

Read: the tax base is growing ahead of the pipeline — the 2025 roll largely predates completion of the Section-02 projects, while the public-capital commitments around them (\$15.28M CRA FY26; \$401.2M five-year CIP) are already adopted. Whether each project's eventual roll value covers the public capacity it consumes is a parcel-level question, and those pulls are open. **MODELED TIMING READ** — no countywide total is attributed to any single project.

07

Top-Five Project Profiles (condensed)

#1 · Naples Beach Club — A Four Seasons Resort (91). ~125-ac coastal PD (Ord. 2019-14420; Res 2019-14421; Res 2023-15054 capping residences at 147); owners of record Naples Beach Club Land Trusts I/II + NBC Club Owner LLC; petitioner Naples Property Holding Co. LLC (Jay Newman); developer BDT & MSD + Athens Group + Four Seasons (reported); hotel opened Nov 2025 (keys 215 vs 277 — **CONFLICTING**); ~100-ac golf; 104+ ac conservation easement, 1,000+ ft restored public shoreline, ~400 jobs (reported). \$1B+ stays **REPORTED**. Deeds/mortgages/folios **NEEDS PULL**.

County comparator · Metropolitan Naples / Mini-Triangle (64 — not ranked in the City pipeline). Collier County (Bayshore Gateway Triangle CRA), not City of Naples — excluded from the City ranking; read in the spillover analysis. ~5.3 ac; Ascent ~270 + Aura 56 units; 15 stories; under construction; \$113.6M Aura construction loan (**REPORTED DEBT — NOT INDEPENDENTLY VERIFIED**); no Clerk instrument retrieved). County petition/folio records **NEEDS PULL**.

#3 · Naples Dual-Brand Hotel — "2 Hotels Concept in the Commons" (63). 870 Goodlette-Frank Rd; 25-SP1 (PD); sufficiency 1/29/2026, re-issued 3/4/2026 (verified from the Site Plan Summary Report); 290 rooms; 188,039 gsf; 8 stories; 4.45 ac; Commonage Corp / AAM Naples Hotel Owner LLC; MHK Architecture; Davidson Engineering; attorney Francesca Passidomo. Rooftop restaurant removed after neighbor opposition (reported). Final Council hearing pending. Cost/financing **NEEDS PULL**.

#5 · The Viceroy (52). 599 River Point Dr; 22-SP8; sufficiency 5/6/2026 (verified); 12 condos + 4,200 sf marina ship store + 14 slips; transient-lodging CU approved 4-1 (Krol opposed; Barton abstained — disclosed relationship; reported); DRB outstanding. Cost **NEEDS PULL**.

#6 • D Downtown Mixed-Use (51). 852 1st Ave S (23-SP5) + 1090 1st Ave S (25-DRB3 — both addresses official, not conflated); Downtown Naples LLC (Wynn family); BECK Architectural Group; DRB design + public art approved 3-0 on 1/28/2026 (verified from DRB minutes); ~45,000 sf; ~\$15M **REPORTED**; adjacent to the \$8.85M CRA 1st Ave S stormwater/streetscape (corridor attribution).

08

Evidence-Status Register

CLAIM FAMILY	STATUS
City pipeline (19 projects, petitions, stages, agents)	VERIFIED — Site Plan Summary Report PDF on file
CRA / CIP / TIP public-capital figures	VERIFIED — adopted budget PDFs on file, re-checked 7/17/2026
Tax-base figures (City + County)	VERIFIED — 2025 roll final-certified 2026-03-31 (post-VAB, 2025 DR-408); DOR workbooks on file as stage-labeled R-NVAB vintage
Four Seasons physical program & approvals	PARTIALLY VERIFIED — petition PDF on file; press-reported elements labeled
All private dollar figures (\$1B+, \$113.6M, \$17.5M, \$15M, presales)	REPORTED — NOT INDEPENDENTLY VERIFIED
Four Seasons hotel key count	CONFLICTING PUBLIC RECORDS (215 vs 220+57)
Deeds, mortgages, folios, beneficial ownership, GIS parcels, campaign finance, Collier TDC	NEEDS SOURCE PULL — documented gaps, never estimated
Pending Council/DRB decisions (Dual-Brand final hearing; Viceroy DRB; Moorings hearings)	NOT YET DECIDED

09

Source Register

- City of Naples — Site Plan Summary Report as of 7/1/2026 · naplesgov.com/media/173631 · retrieved 7/17/2026 · VERIFIED (PDF on file)
- City of Naples — Naples Beach Club Golfside Residences site-plan petition · naplesgov.com/media/166736 · retrieved 7/17/2026 · VERIFIED (PDF on file)
- City of Naples — Adopted FY2025-26 CRA Budget · naplesgov.com/media/178666 · retrieved 7/17/2026 · VERIFIED (PDF on file; TIF figures re-checked)
- City of Naples — FY2026-2030 Five-Year CIP · naplesgov.com/media/178146 · retrieved 7/17/2026 · VERIFIED (PDF on file)
- City of Naples DRB minutes, 1/28/2026 · [swagit-attachments.granicus.com\(minutes_file/373446\)](https://swagit-attachments.granicus.com(minutes_file/373446)) · retrieved 7/17/2026 · VERIFIED (PDF on file)
- Collier MPO TIP FY26-30 (mod. 2/13/2026 v5) · colliermpo.org · retrieved 7/17/2026 · VERIFIED (PDF on file)
- Collier Property Appraiser — 2025 DR-408 RP certification (2025 roll final-certified 2026-03-31, post-VAB) · collierappraiser.com · VERIFIED EXACT — canonical 2025 tax-base values
- Florida DOR Property Tax Data Portal — taxable_value, just_value, new_construction, millage_taxes_levied, municipal_report workbooks · floridarevenue.com · retrieved 7/17/2026 · VERIFIED (files on file; 2025 rows = R-NVAB stage vintage, superseded by final certification)
- Inn on Fifth & Residences PD legal notice (15-R3/15-SD7/15-SP8) · naplesgov.com/media/66626 · VERIFIED — loaded
- Gulfshore Business; Business Observer; Athens Group / developer materials · REPORTED — secondary, labeled
- Bayshore Gateway Triangle CRA (Mini-Triangle) · bayshorecra.com · REPORTED; county records NEEDS SOURCE PULL

10

Methodology & Conduct Standard

Core period Jan 1 2024—present; priority FY2025—FY2027; earlier records only to establish development rights. Source hierarchy: City applications/staff reports/minutes/votes → permits → Collier Clerk → Property Appraiser → Florida DOR → City/CRA/County budgets → FDOT/MPO → corporate/SEC → campaign finance/lobbying → developer releases → reputable local reporting as secondary context. Every financial figure carries one classification; unlike figures are never summed. A reported figure never overrides an official record. Maps are schematic locators, not authoritative parcel cartography. Scores rank a public record; they are not ratings of merit or predictions. No motive, corruption, quid pro quo, hidden ownership, or unlawful conduct is implied; the reviewed record does not establish improper conduct by any party. This brief presents known, documented capital as such — it is not a claim to have captured every dollar.

Correction 2026-07-20: 2025 tax-roll figures updated from the DOR Data Book R-NVAB stage vintage (City \$41.29B +7.5%; County \$164.53B +8.2%) to the 2025 final certification of 2026-03-31, post-VAB (City \$40.98B +6.69%; County \$161.44B +6.18%); derived shares recomputed. New-construction \$4.30B ("largest since 1997") confirmed final, unchanged. Logged at intelligencedesk.ai/corrections.

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