

GULFSHORE BUSINESS

Tim Aten Knows: Naples area breaks ground on big year

By Tim Aten | Jan 30, 2026



Signage, ceremonial shovels and heavy equipment mark the Jan. 22 groundbreaking of The Avenue, a luxury mixed-use development planned just east of Four Corners in downtown Naples.

If events in January are an indication for the rest of 2026, expect a groundbreaking year for the Naples market. The start of the year celebrated the beginning of both public and private projects with some commercial and residential developments.

Even if January's groundbreaking ceremonies are unsurpassed in the coming months, we've already made a significant effort this year to mark momentous milestones.



City and state leaders, Naples City Council members and residents attend a groundbreaking ceremony Jan. 5 marking the start of the \$26.3 million Naples Pier reconstruction project. The iconic 137-year-old pier will be rebuilt after it was destroyed by Hurricane Ian on Sept. 28, 2022, with construction by Shoreline Foundation Inc. expected to take 1½ years and completion slated for July 2027.

Naples Pier



A nighttime aerial rendering shows The Avenue, a luxury mixed-use development planned for Fifth Avenue South in downtown Naples, featuring 50 residences above retail, dining and wellness space.

Not long after the sky cleared from the New Year's celebration on the Naples shoreline, the city overturned shovels of sand on the beach during the Jan. 5 groundbreaking ceremony for the Naples Pier rebuilding project.

In the next 18 months, the entire historic structure will be demolished and replaced because of safety and resiliency reasons, after most of the pier's structural elements were compromised by Hurricane Ian's winds and storm surge in September 2022. The new fishing pier is designed to be more resilient, elevated by at least 3 feet with larger concrete pilings. The rebuilt wooden landmark is expected to reopen by summer 2027.

The Avenue

Just east of Four Corners along Fifth Avenue South in downtown Naples, The Avenue luxury development broke ground Jan. 22 on 4.3 acres that included the iconic St. George and the Dragon restaurant that operated there for more than 40 years. The mixed-use development spanning nearly two blocks has about two years of construction before its completion.

Plans show 50 luxury condominiums above high-end retailers and restaurants in three-story buildings on both sides of 10th Street South in Old Naples. A public highlight of the project will be Oak Row, the name of the tree-lined city alley that will bisect The Avenue block between Fifth and Sixth Avenue South. The walkable Oak Row will allow light vehicular traffic to its outdoor dining, coffee shops and boutique retailers.



The development and sales team for the Palazzo at Bayfront luxury residences broke ground Jan. 23 at Bayfront Naples.

Palazzo at Bayfront



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The groundbreaking ceremony was Jan. 23 for Palazzo at Bayfront, 35 exclusive luxury residences that are the final step in completing the colorful Bayfront mixed-use development of restaurants, retail stores, offices and condominiums where Goodlette-Frank Road ends at Fifth Avenue South in Naples. “Palazzo at Bayfront isn’t just a new address — it’s the next chapter in the evolution of downtown Naples,” said Kevin Stoneburner, CEO of Stoneburner Development Co., the developer of Bayfront.



A daytime rendering shows the entrance plaza and façade of The Carnelian hotel and Sterling’s

exclusive private club in North Naples. The six-story, 70-key luxury project is being developed by McCabe & Sons Hospitality LLC and is slated to open in late 2027.

Amenities in the Palazzo community will include a private clubhouse and social lounge, a resort-style pool and spa with cabanas, outdoor barbecue and social spaces, a fitness center with state-of-the-art equipment and an option for boat slips on the Gordon River with direct access to Naples Bay and the Gulf.

The Carnelian hotel

The official groundbreaking ceremony for The Carnelian hotel and its Sterling's exclusive club was Jan. 28 across U.S. 41 from Waterside Shops in North Naples. The luxurious six-story hotel is under construction at 5400 Trail Blvd., the site of the former longtime Bowland Beacon bowling alley, which closed and was razed in late 2024 just north of Pine Ridge Road. The hotel and club are expected to be completed and opened in late November 2027.



A rendering and ceremonial display mark the start of construction for The Carnelian hotel and Sterling's club, a 70-room boutique hotel and private membership destination planned in North Naples.

Featuring all club-level suites and a large public restaurant, the new 70-key hotel and private club is being developed by longtime local entrepreneur Phil McCabe and his two sons, Joseph and Philip. The projected five-star destination will include a private club with 70,000 square feet of amenities, including five globally influenced food-and-beverage concepts, a world-class rooftop experience and a leading-edge wellness center.



A groundbreaking celebration was held Jan. 29 for 3300 Gulf Shore, a luxury waterfront residential community planned at 3300 Gulf Shore Blvd., between the Gulf and Doctor's Bay. The eight-story development by Florida-based Kolter Urban will feature 51 condominiums, a private 16-slip marina and high-end amenities at the former Executive Club site in the Moorings.

3300 Gulf Shore

The groundbreaking celebration was Jan. 29 for 3300 Gulf Shore, the new luxury waterfront residential community planned at 3300 Gulf Shore Blvd., between the Gulf and Doctor's Bay. The eight-story development by Florida-based Kolter Urban will feature 51 expansive condominiums with two to five bedrooms, a private 16-slip marina and many other high-end amenities at the former Executive Club site in the Moorings. In addition to 3300 Gulf Shore, the developer also is building Olana Naples Residences along Naples' beachfront "Miracle Mile."



A rendering shows the future Genesis of Naples dealership planned at Pine Ridge Road and Interstate 75, with completion anticipated in early 2027.

Genesis of Naples

Genesis of Naples broke ground in early January on a new, stand-alone luxury automobile dealership on Pine Ridge Road just west of Interstate 75 in North Naples. Privately [owned by the Zellers family of Naples](#), the 12-acre campus will include more than 30,000 square feet dedicated to Genesis sales, service and customer experience

space, and is targeted to open in early 2027. The dealership ultimately will replace the brand's shared location with Tamiami Hyundai.



Veterans, elected officials and community members attend a Jan. 9 land dedication ceremony at the former Golden Gate Golf Course in East Naples, the future site of the Collier Veterans' Nursing Home.

Veterans' nursing home

While not breaking ground yet, a community milestone was celebrated Jan. 9 for the dedication of the 120-bed state veterans' nursing home property at the former Golden Gate Golf Course on the southwest corner of Golden Gate Parkway and Collier Boulevard. The building's groundbreaking is expected this summer with a target opening in late 2028 or early 2029.

Also at the redeveloped Golden Gate Golf Course property, the nine-hole public course is expected to open this spring at The Gate Golf Club with the Oakwood Grill restaurant, an 18-hole putting course and a 30-bay driving range.



Costco Wholesale Corp. is planning to build another Collier County store on the southeast corner of Rattlesnake Hammock Road and Collier Boulevard in East Naples.

More to come

Expect much more to come to the Naples area in 2026.

Costco Wholesale is expected to break ground soon and clear about 25 acres of trees for its new warehouse club on the southeast corner of Collier Boulevard and Rattlesnake Hammock Road.

Vertical construction will begin soon for the Restoration Hardware high-end gallery with its own RH restaurant on the footprint of the former Nordstrom store at Waterside Shops. The local upscale open-air mall just cut the ribbon this month for the new Williams Sonoma and Pottery Barn stores in the two-story outparcel that formerly was home to Barnes & Noble.

The Olde Naples Hotel is targeted to open this spring on the redeveloped site of The Plaza on Third Street in downtown Naples. Look for JoJo's Bar, an Italian American steakhouse, to settle into the landmark Olde Naples Building next door to the new boutique hotel later this year.

Other major developments looking at opening this year include The Ritz-Carlton Residences, Naples at Vanderbilt Beach. The first luxury residences will open this summer.

Following the launch of The Naples Beach Club, A Four Seasons Resort, last fall, residents will be moving into condominiums at the resort this season. Additional amenities are expected to open this year, including its redesigned 18-hole golf course.



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