

Section 307(b) – Exhibit B

The instant application (“Application”) seeks Commission consent to change the community of license of radio station WAVV(FM), Channel 266C1, from Marco to Naples Park, Florida. The Application proposes to maintain WAVV’s existing technical facilities at the station’s licensed transmitter site.¹

As demonstrated in the Technical Statement of Graham Brock, Inc. appended to this Application at Exhibit 23, the proposed facilities at Naples Park will be mutually exclusive with the station’s existing licensed facilities in Marco, Florida. See Exhibit 23 at 1. As shown herein, the proposed change in community of license will result in a preferential arrangement of allotments under Section 307(b) of the Communications Act of 1934, as amended. 47 U.S.C. §307(b). Therefore, the Application satisfies 47 C.F.R. §73.3573(g) adopted by the Commission in *Revision of Procedures Governing Amendment of FM Table of Allotments and Changes of Community of License in the Radio Broadcast Services*, 21 FCC Rcd 14212 (2006).

The public interest would be served by reallocating Channel 266C1 from Marco to Naples Park, Florida and modifying the license of radio station WAVV accordingly. The Commission has previously found Naples Park to be a community for allotment purposes as reflected by the fact that radio station WBTT(FM), Channel 288C2, is licensed to that community. See, e.g., *Albion, Honeoye Falls and South Bristol Township, New York*, 13 FCC Rcd 15376, 15378 (MMB 1998).

Naples Park is a census designated place with a 2000 census population of 6,741. The community has 3,145 housing units and a labor force of 3,789 people.² Naples Park has a

¹ As noted in Exhibit 23 at 1, it was discovered during the preparation of this Application that there was an error in WAVV’s site coordinates. Those coordinates are being corrected in this Application.

² 2000 U.S. Census. See Appendix annexed hereto.

number of business establishments, some of which identify with the community by using “Naples Park” in their name. The community is located near the Gulf Coast which is a tremendous amenity for Naples Park residents who have seen their property values increase dramatically since the 1990s. *See Appendix.*

As shown in Exhibit 32, Exhibit A at Exhibit A4, WAVV’s existing community of license, Marco, is located outside the Bonita Springs-Naples Urbanized Area (the “Urbanized Area”). Nevertheless, WAVV currently places a 70 dBu signal over 100% of the Urbanized Area. Thus, this is not an instance where a station is “moving into” an urbanized area because it already serves the area. *See Walla Walla and Burbank, Washington*, 20 FCC Rcd 2223, 2224 (MB 2005); *Shelby and Dutton, Montana*, 14 FCC Rcd 2895, 2896 (MMB 1999); *Boulder and Lafayette, Colorado*, 11 FCC Rcd 3632, 3632-32 (MMB 1996). Moreover, because WAVV is not proposing any change in its transmitter site, there is no gain or loss area, and WAVV will continue to provide a city-grade signal to the entire Marco community.

The reallocation of Channel 266C1 from Marco to Naples Park and corresponding modification of the WAVV station license to specify operation at the new community will result in a preferential arrangement of allotments. The FM allotment priorities are: (1) first full-time aural service; (2) second full-time aural service; (3) first local service; and (4) other public interest factors. Co-equal weight is given to priorities (2) and (3). *See Revision of FM Assignment Policies and Procedures*, 90 FCC 2d 88 (1982).

Priorities 1 and 2 are not implicated in this case because both Marco and Naples Park will continue to be well-served. Priority 3 is also not implicated because the proposed change in WAVV’s community of license will not provide a first local service to Naples Park. As stated above, WBBT(FM), Channel 288C2, is currently licensed to Naples Park. Thus, the only relevant allotment priority is Priority 4 – “other public interest factors.” Under this Priority, the

proposed reallocation would bring a second local FM station and first competitive local service to Naples Park, population of 6,741. In contrast, retaining the existing arrangement of allotments would result in Marco, population of 14,879, continuing to have four local transmission services, three FM stations and one AM station.³ The public interest is better served by providing a second local transmission service to Naples Park, rather than retaining four such services in Marco. This is especially true in this case because WAVV is not moving its transmitter site. There will be no disruption in service to the residents of Marco, and Marco will continue to receive city-grade service from all of the stations that are currently licensed to that community, including WAVV. *See Cimarron, Las Vegas and Pecos, New Mexico*, 20 FCC Rcd 16255, 16256 (MB 2005); *Hallie and Ladysmith, Wisconsin*, 10 FCC Rcd 9257, 9258 (MMB 1995).

For the foregoing reasons, the Commission should reallocate Channel 266C1 from Marco to Naples Park, Florida which would provide Naples Park with its second local aural service, and modify station WAVV's license to specify operation on Channel 266C1 at the new community.

³ In addition to WAVV, stations WGUF(FM), Channel 255A; noncommercial educational station WMKO(FM), Channel 219C3; and WVOI(AM), 1480 kHz (and expanded band station WCNZ(AM), 1660 kHz) are currently licensed to Marco, Florida.

APPENDIX



U.S. Census Bureau

American FactFinder

FACT SHEET

Naples Park CDP, Florida

View a Fact Sheet for a race, ethnic, or ancestry group

Census 2000 Demographic Profile Highlights:

General Characteristics - show more >>

	Number	Percent	U.S.		
Total population	6,741			map	brief
Male	3,469	51.5	49.1%	map	brief
Female	3,272	48.5	50.9%	map	brief
Median age (years)	37.4	(X)	35.3	map	brief
Under 5 years	351	5.2	6.8%	map	
18 years and over	5,232	77.6	74.3%		
65 years and over	1,011	15.0	12.4%	map	brief
One race	6,663	98.8	97.6%		
White	6,195	91.9	75.1%	map	brief
Black or African American	89	1.3	12.3%	map	brief
American Indian and Alaska Native	9	0.1	0.9%	map	brief
Asian	57	0.8	3.6%	map	brief
Native Hawaiian and Other Pacific Islander	4	0.1	0.1%	map	brief
Some other race	309	4.6	5.5%	map	
Two or more races	78	1.2	2.4%	map	brief
Hispanic or Latino (of any race)	1,184	17.6	12.5%	map	brief
Household population	6,726	99.8	97.2%	map	brief
Group quarters population	15	0.2	2.8%	map	
Average household size	2.46	(X)	2.59	map	brief
Average family size	2.88	(X)	3.14	map	
Total housing units	3,145			map	
Occupied housing units	2,737	87.0	91.0%		brief
Owner-occupied housing units	1,729	63.2	66.2%	map	
Renter-occupied housing units	1,008	36.8	33.8%	map	brief
Vacant housing units	408	13.0	9.0%	map	

Social Characteristics - show more >>

	Number	Percent	U.S.		
Population 25 years and over	4,839				
High school graduate or higher	4,010	82.9	80.4%	map	brief
Bachelor's degree or higher	882	18.2	24.4%	map	
Civilian veterans (civilian population 18 years and over)	695	13.0	12.7%	map	brief
Disability status (population 5 years and over)	1,473	22.8	19.3%	map	brief
Foreign born	1,265	18.6	11.1%	map	brief
Male, Now married, except separated (population 15 years and over)	1,538	52.9	56.7%		brief
Female, Now married, except separated (population 15 years and over)	1,365	50.6	52.1%		brief
Speak a language other than English at home (population 5 years and over)	1,462	22.7	17.9%	map	brief

Economic Characteristics - show more >>

	Number	Percent	U.S.		
In labor force (population 16 years and over)	3,789	69.1	63.9%		brief
Mean travel time to work in minutes (workers 16 years and over)	20.3	(X)	25.5	map	brief
Median household income in 1999 (dollars)	41,820	(X)	41,994	map	
Median family income in 1999 (dollars)	45,441	(X)	50,046	map	
Per capita income in 1999 (dollars)	21,150	(X)	21,587	map	
Families below poverty level	82	4.6	9.2%	map	brief
Individuals below poverty level	524	7.8	12.4%	map	


Housing Characteristics - show more >>

Number Percent U.S.

Single-family owner-occupied homes	1,612					brief
Median value (dollars)	131,700	(X)	119,600	map		brief
Median of selected monthly owner costs	(X)	(X)				brief
With a mortgage (dollars)	1,051	(X)	1,088	map		
Not mortgaged (dollars)	290	(X)	295			

(X) Not applicable.

Source: U.S. Census Bureau, Summary File 1 (SF 1) and Summary File 3 (SF 3)

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U.S. Census Bureau

American FactFinder

Main

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Factfinder

Data

Geography

Statistics

DP-1. Profile of General Demographic Characteristics: 2000

Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data

Geographic Area: Naples Park CDP, Florida

NOTE: For information on confidentiality protection, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf1u.htm>.

Subject	Number	Percent
Total population	6,741	100.0
SEX AND AGE		
Male	3,469	51.5
Female	3,272	48.5
Under 5 years	351	5.2
5 to 9 years	392	5.8
10 to 14 years	490	7.3
15 to 19 years	418	6.2
20 to 24 years	349	5.2
25 to 34 years	1,054	15.6
35 to 44 years	1,180	17.5
45 to 54 years	928	13.8
55 to 59 years	325	4.8
60 to 64 years	243	3.6
65 to 74 years	479	7.1
75 to 84 years	414	6.1
85 years and over	118	1.8
Median age (years)	37.4	(X)
18 years and over	5,232	77.6
Male	2,710	40.2
Female	2,522	37.4
21 years and over	5,034	74.7
62 years and over	1,145	17.0
65 years and over	1,011	15.0
Male	463	6.9
Female	548	8.1
RACE		
One race	6,663	98.8
White	6,195	91.9
Black or African American	89	1.3
American Indian and Alaska Native	9	0.1
Asian	57	0.8
Asian Indian	2	0.0
Chinese	4	0.1
Filipino	8	0.1
Japanese	7	0.1
Korean	4	0.1
Vietnamese	21	0.3
Other Asian ¹	11	0.2
Native Hawaiian and Other Pacific Islander	4	0.1
Native Hawaiian	0	0.0
Guamanian or Chamorro	3	0.0
Samoan	0	0.0
Other Pacific Islander ²	1	0.0

Subject	Number	Percent
Some other race	309	4.6
Two or more races	78	1.2
Race alone or in combination with one or more other races ³		
White	6,270	93.0
Black or African American	98	1.5
American Indian and Alaska Native	23	0.3
Asian	67	1.0
Native Hawaiian and Other Pacific Islander	9	0.1
Some other race	354	5.3
HISPANIC OR LATINO AND RACE		
Total population	6,741	100.0
Hispanic or Latino (of any race)	1,184	17.6
Mexican	447	6.6
Puerto Rican	42	0.6
Cuban	280	4.2
Other Hispanic or Latino	415	6.2
Not Hispanic or Latino	5,557	82.4
White alone	5,350	79.4
RELATIONSHIP		
Total population	6,741	100.0
In households	6,726	99.8
Householder	2,737	40.6
Spouse	1,298	19.3
Child	1,667	24.7
Own child under 18 years	1,338	19.8
Other relatives	346	5.1
Under 18 years	108	1.6
Nonrelatives	678	10.1
Unmarried partner	215	3.2
In group quarters	15	0.2
Institutionalized population	3	0.0
Noninstitutionalized population	12	0.2
HOUSEHOLDS BY TYPE		
Total households	2,737	100.0
Family households (families)	1,757	64.2
With own children under 18 years	791	28.9
Married-couple family	1,298	47.4
With own children under 18 years	510	18.6
Female householder, no husband present	296	10.8
With own children under 18 years	198	7.2
Nonfamily households	980	35.8
Householder living alone	681	24.9
Householder 65 years and over	216	7.9
Households with individuals under 18 years	877	32.0
Households with individuals 65 years and over	700	25.6
Average household size	2.46	(X)
Average family size	2.88	(X)
HOUSING OCCUPANCY		
Total housing units	3,145	100.0
Occupied housing units	2,737	87.0
Vacant housing units	408	13.0
For seasonal, recreational, or occasional use	245	7.8
Homeowner vacancy rate (percent)	1.3	(X)
Rental vacancy rate (percent)	7.6	(X)

Subject	Number	Percent
HOUSING TENURE		
Occupied housing units	2,737	100.0
Owner-occupied housing units	1,729	63.2
Renter-occupied housing units	1,008	36.8
Average household size of owner-occupied unit	2.32	(X)
Average household size of renter-occupied unit	2.69	(X)

(X) Not applicable

¹ Other Asian alone, or two or more Asian categories.

² Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.

³ In combination with one or more other races listed. The six numbers may add to more than the total population and the six percentages may add to more than 100 percent because individuals may report more than one race.

Source: U.S. Census Bureau, Census 2000 Summary File 1, Matrices P1, P3, P4, P8, P9, P12, P13, P,17, P18, P19, P20, P23, P27, P28, P33, PCT5, PCT8, PCT11, PCT15, H1, H3, H4, H5, H11, and H12.

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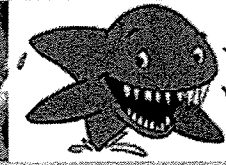
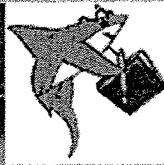
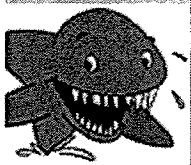
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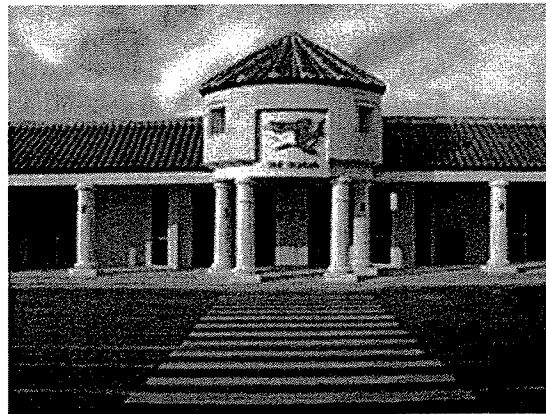
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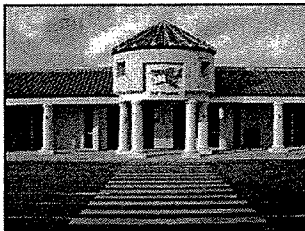
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Break
January 4th- Teacher
Planning Day
January 5th- Teacher
Inservice
January 8th-
Students Return

Naples Park Elementary



Naples Park Elementary



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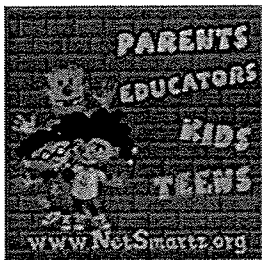
As you begin to make preparations for next year, you may want look of the resources available on this website. Listed below are several li parents and students might find useful. Please keep in mind that stud calendar link below).

Looking Ahead-

Winter break December 22nd-January 5th

[2006-2007 School Calendar \(also available in Spanish\)](#)

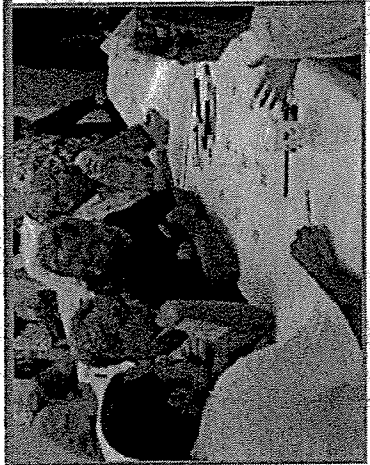
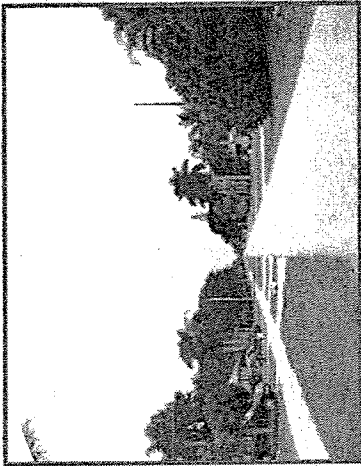
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Naples Park E



The Naples Park *Community Plan*

DRAFT- MARCH 2003

prepared by:

Dover, Kohl & Partners
Town Planning

Agnoli, Barber, & Brundage, Inc.
Drainage Analysis

Hall Planning and Engineering
Transportation Planning

J Eppink Partners
Market Analysis

Merrill Ladika
Redevelopment Agency Analysis

Spikowski Planning Associates
Implementation

The Naples Park *Community* Plan

Executive Summary

- 1 The Community Planning Process
Envisioning the Future of Naples Park
 - 2 Naples Park: The People and The Place
Demographics, Land Use, and Physical Conditions
 - 3 Improving Transportation in Naples Park
Creating Livable Streets
 - 4 Solving Chronic Flooding in Naples Park
Stormwater Management / Drainage Considerations
 - 5 US 41 Business District
Retail Market Conditions in Naples Park
 - 6 Eight Steps to Strengthen Naples Park
A Blueprint for Preserving and Revitalizing the Community
 - 7 Implementing the Naples Park Community Plan
How to Achieve the Vision
- ## Appendix
- Appendix A: Demographic Data
 - Appendix B: Retail Market Analysis
 - Appendix C: Drainage Analysis
 - Appendix D: The Citizen Planner Pack
 - Appendix E: CDBG Details
 - Appendix F: CRA Details

Naples Park: The People and the Place

Demographics, Land Use, and Existing Physical Conditions

DEMOGRAPHIC SUMMARY OF NAPLES PARK

Rental Occupancy	Pg. 2.2
Seasonal Residents	Pg. 2.3
Median Income	Pg. 2.5
Race and Ethnicity	Pg. 2.5
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Conclusion	Pg. 2.7
EXISTING PHYSICAL CONDITIONS	
Land Use	Pg. 2.8
Streets and Avenues	Pg. 2.9
Housing	Pg. 2.10
Commercial Area	Pg. 2.10
Community Facilities	Pg. 2.11

Age of 6,781 Permanent Residents of Naples Park
Year 2000, by Age Ranges

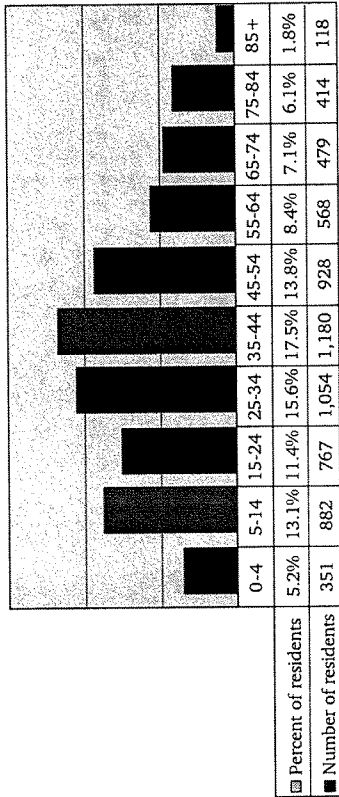


Figure 2-9

Age of 6,350 Permanent Residents of Naples Park
Year 1990, by Age Ranges

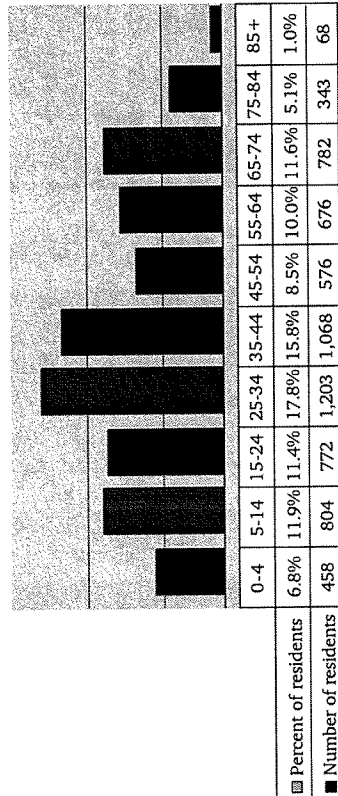


Figure 2-10

Conclusion

Naples Park is known as an enclave of affordable homes in a surprisingly good location within an expensive county.

Census data for 2000 portrays a community that is much more similar to the rest of Florida and the United States than it is to Collier County. Race is the single exception, where Naples Park is more like Collier County than Florida or the U.S.

The major changes in Naples Park during the 1990s were rapidly rising property values and the reduced prominence of retirees. Property values should be expected to continue rising due to economic forces throughout Southwest Florida, even in the absence of value-enhancing internal improvements such as those proposed in this plan.

In the past, a large retiree population in Florida often meant that many residents had fixed incomes and limited means, which severely limited the potential for community upgrades. This factor is becoming less important as Collier County has changed from a moderate-cost retirement haven to a culturally rich and much more expensive destination.

Many retirees now moving to the area have means well beyond those of many existing residents of Naples Park. Thus, even if a new retiree population rediscovers Naples Park, it should not be assumed that they would be unable to afford the costs of upgrades. In addition, Florida's "save our homes" program now limits property tax increases for homeowners to 3% annually, precluding fears that community upgrades will force out existing homeowners due to increased taxes.

Appendix B

Retail Market Analysis

TRADE AREA DEFINITION

Primary Trade Area

Pg. B.2

Total Trade Area

Pg. B.2

TRADE AREA MARKET OVERVIEW

Retail Demand Factors

Pg. B.3

Transportation & Access

Pg. B.4

Retail Supply

Pg. B.4

SURROUNDING AREA MARKET OVERVIEW

Retail Demand Factors

Pg. B.5

Relationship between Naples Park, Primary &

Pg. B.6

Total Trade Areas, and Collier County

Pg. B.6

EXISTING STUDY AREA RETAILERS

Pg. B.8

EXISTING PTA RETAILERS

Pg. B.10

VOID ANALYSIS

Pg. B.11

POTENTIAL TENANT MIX

Pg. B.12

Pg. B.16

DRAFT- MARCH 2003

TRADE AREA MARKET OVERVIEW

Retail Demand Factors: Household & Population Characteristics

Primary Trade Area (PTA) Demographics

The PTA demographics reflect the growth in raw population and affluence occurring in Naples and Collier County, the second fastest growing metropolitan area in the United States. The PTA is characterized by an estimated 2002 population of 21,971 residents and 10,438 households, increasing to 13,737 households by 2007. The 2002 median income of \$73,318 is projected to increase to \$86,814 by 2007. The PTA has a median age of 53 years which is lower than the median age of 61 years for the Collier County. Naples Park has an even younger population with a median age of 37 years.

Total Trade Area (TTA) Demographics

The TTA is characterized by an estimated 2002 population of 63,450 residents. This population is expected to increase to 76,781 residents by 2007. The median income of \$63,918 is high, but lower than the PTA. Both the PTA and TTA share a similar average household size of 2.1 persons. Population and income demographics are very strong and bode well for supporting additional retail development along US-41.

Housing Trends

The housing market in Naples Park is strong and growing at an increasing rate. According to AJS Realty, the typical single family home value in Naples Park (between Vanderbilt Beach Road and US-41) ranges from \$275,000 to \$300,000. Waterfront "teardowns" sell for \$2,000,000, and marketable waterfront homes range in value from \$20,000,000 to \$62,000,000. Properties located just outside of Naples Park, but not located on the water, sell for between \$500,000 and \$2,000,000. Despite the surrounding home values, Naples Park homes remain some of the most reasonable west of I-75.

The North Naples area is undergoing considerable housing development. According to Collier County, an additional 1,000 new units are planned for construction within the North Naples Planning Community. Central Naples will experience an additional 243 new units. The majority of these new units will be single family detached homes.

Commercial Development Trends

The office market in North Naples and the broader Collier County area is also booming. Many office complexes are located near Naples Park

2002 Demographic Summary			
Variables	Primary Trade Area	Total Trade Area	
Population	21,971	63,450	
Household Population	21,676	62,485	
Median Household Income	\$73,318	\$63,918	
Median Age	52.6	50.6	
Average Household Size	2.1	2.1	



U.S. Census Bureau

American FactFinder

FACT SHEET

Marco Island city, Florida

View a Fact Sheet for a race, ethnic, or ancestry group

Census 2000 Demographic Profile Highlights:

General Characteristics - show more >>

	Number	Percent	U.S.		
Total population	14,879			map	brief
Male	7,309	49.1	49.1%	map	brief
Female	7,570	50.9	50.9%	map	brief
Median age (years)	60.1	(X)	35.3	map	brief
Under 5 years	375	2.5	6.8%	map	
18 years and over	13,253	89.1	74.3%		
65 years and over	5,715	38.4	12.4%	map	brief
One race	14,816	99.6	97.6%		
White	14,594	98.1	75.1%	map	brief
Black or African American	35	0.2	12.3%	map	brief
American Indian and Alaska Native	27	0.2	0.9%	map	brief
Asian	86	0.6	3.6%	map	brief
Native Hawaiian and Other Pacific Islander	1	0.0	0.1%	map	brief
Some other race	73	0.5	5.5%	map	
Two or more races	63	0.4	2.4%	map	brief
Hispanic or Latino (of any race)	608	4.1	12.5%	map	brief
Household population	14,869	99.9	97.2%	map	brief
Group quarters population	10	0.1	2.8%	map	
Average household size	2.08	(X)	2.59	map	brief
Average family size	2.38	(X)	3.14	map	
Total housing units	14,826			map	
Occupied housing units	7,134	48.1	91.0%		brief
Owner-occupied housing units	6,217	87.1	66.2%	map	
Renter-occupied housing units	917	12.9	33.8%	map	brief
Vacant housing units	7,692	51.9	9.0%	map	

Social Characteristics - show more >>

	Number	Percent	U.S.		
Population 25 years and over	12,875				
High school graduate or higher	11,919	92.6	80.4%	map	brief
Bachelor's degree or higher	4,762	37.0	24.4%	map	
Civilian veterans (civilian population 18 years and over)	3,308	24.9	12.7%	map	brief
Disability status (population 5 years and over)	2,409	16.6	19.3%	map	brief
Foreign born	1,850	12.3	11.1%	map	brief
Male, Now married, except separated (population 15 years and over)	5,042	76.2	56.7%		brief
Female, Now married, except separated (population 15 years and over)	4,867	69.6	52.1%		brief
Speak a language other than English at home (population 5 years and over)	1,997	13.7	17.9%	map	brief

Economic Characteristics - show more >>

	Number	Percent	U.S.		
In labor force (population 16 years and over)	5,571	41.2	63.9%		brief
Mean travel time to work in minutes (workers 16 years and over)	19.3	(X)	25.5	map	brief
Median household income in 1999 (dollars)	60,357	(X)	41,994	map	
Median family income in 1999 (dollars)	68,979	(X)	50,046	map	
Per capita income in 1999 (dollars)	42,875	(X)	21,587	map	
Families below poverty level	228	4.3	9.2%	map	brief
Individuals below poverty level	811	5.4	12.4%	map	

Housing Characteristics - show more >>

Number Percent U.S.