

A Village Center for Estero

Public Workshop

Conducted by the Village of Estero
5:30 PM Tuesday January 12, 2016
at Living Waters Church, 22100 S. Tamiami Trail

- **Welcome & Introduction**
 - Village of Estero Vice-Mayor Howard Levitan

- **Elements of Successful Village Centers**
 - Seth Harry, urban design consultant

- **Status of Planning for Estero’s Village Center: The Tiered Approach**
 - Bill Spikowski, planning consultant

- **Ranking of Preferences for Incentives** (during a short intermission)

- **‘Connecting Streets’ and Their Importance**
 - Seth Harry

- **Active Transportation (on foot, on wheels, on water)**
 - Bill Spikowski

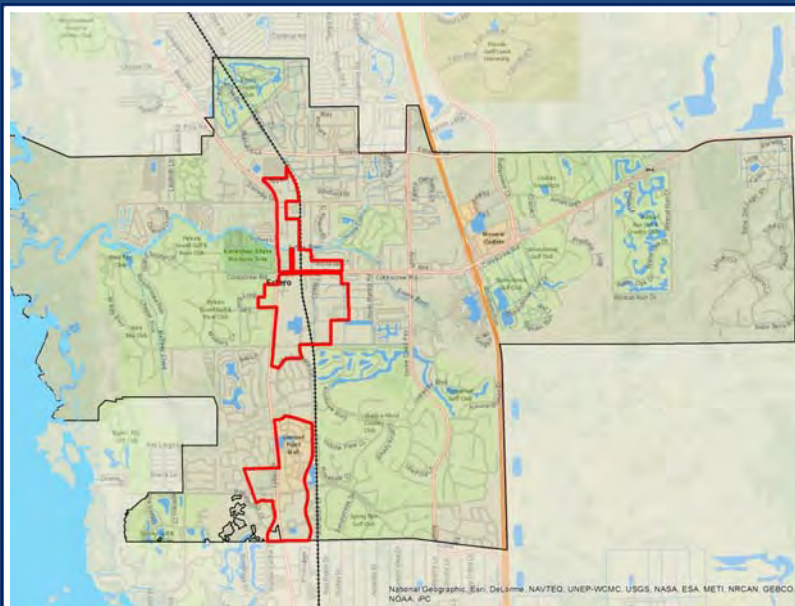
- **Closing Comments**
 - Vice-Mayor Howard Levitan

- **Questions from Participants**

A Village Center for Estero
Public Workshop
January 12, 2016



The Village of Estero: A network of walkable places



Growing demand for more diverse housing types, without diluting the Estero "brand"

Limited commercial opportunity without more residential growth

Limited short-term demand for office, but potential to attract targeted corporate end-users if properly marketed





Elements of Successful Village Centers:

- Flexible/Market Responsive
- Walkable/Connected
- Beautiful and appealing
- Comfortable and convenient
- Safe and Secure
- Sensitive Areas preservation
- TBD

Elements of Successful Village Centers:

- *Market Appropriateness*

LIFE STAGE INFLUENCES HOUSING CHOICE GEN Y MOVES TO HOME OWNERSHIP IN NEAR FUTURE

Year	Student Housing	Single & Roommate Rental	Rent as Couple / 1st Home	Young Family Own	Mature Family Own	Empty Nester Downsize Own	Retiree Senior Housing
2008	Gen Y	Gen Y	Gen X	Gen X	Baby B	Baby B	Eisen Baby B
2010	Gen Y	Gen Y	Gen Y	Gen X Gen Y	Baby B Gen X	Baby B	Eisen Baby B
2015	Gen Y	Gen Y	Gen Y	Gen Y	Gen X	Baby B Gen X	Eisen Baby B
2020	Gen Z	Gen Y	Gen Y	Gen Y	Gen X Gen Y	Gen X Baby B	Baby B

Demographic trends are showing an unprecedented convergence in demand for walkable, mixed-use development

...San Diego mirrors a national urban revitalization trend that has played out in cities like Louisville, Portland and Los Angeles with millennial and Gen X buyers and renters, as well as empty-nester baby boomers, turning away from long car commutes and higher-maintenance suburban homes to more walkable, denser city neighborhoods. Developers and real-estate agents say the latest wave of urban-bound residents tend to be wealthier and older....

Wall Street Journal, January 8th, 2016

	Neighborhood Center	Neighborhood General	Neighborhood Edge
Small:			
Medium:			
Large:			

Diversity of residential types, serving different housing and care needs...

From cottages & apartments, to courtyard and single-family homes...

Variety of residential and lifestyle options...

Workplaces...



The properties more likely to attract tenants these days are those in town-like centers within walking distance to Metro, said Matthew J. Klein, president and chief executive of D.C. developer Akridge....



"A recent study found that 86 percent of all new office construction in the Washington region was within a quarter-mile of a Metro station."

Diversity of residential types, serving different housing and care needs...

Continuing care retirement community

- ✓ Independent Living
- ✓ Assisted Living
- ✓ Critical Care

Aging at home

- ✓ In-home care
- ✓ Facilitated care (in-home monitoring, etc.)
- ✓ Easy, direct access to daily needs, recreational and cultural amenities
- ✓ Home delivery – food/medication/etc.
- ✓ Easy access to transit, or personalized transportation services at low cost

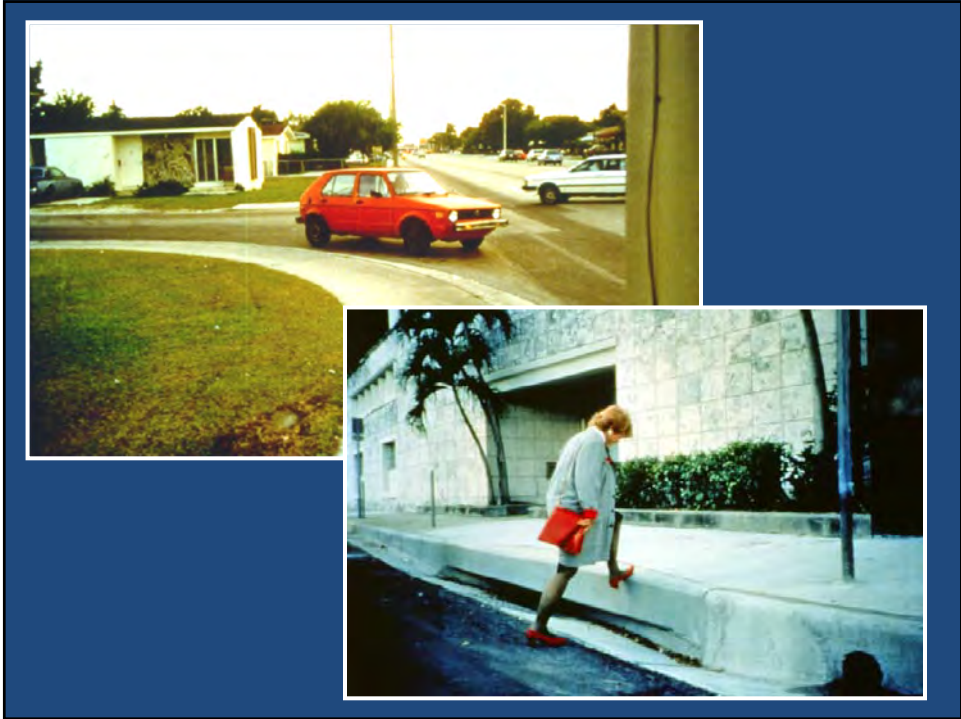


Elements of Successful Village Centers:

- Market Appropriateness
- *Walkable/Connected*

The Public Realm...?





Neighborhood-Scale Parks and Amenities:



Neighborhood/Village Center

Small:



Medium:



Large:



Complete Streets:



February 2014

Complete streets uses a combination of a diffuse network, and context appropriate street design, to ensure mobility for walkers, bicyclists, motorists and transit users, regardless of age or physical capacity.



Elements of Successful Village Centers:

- Market Appropriateness
- Connectivity
- ***Aesthetic Character and Quality
(landscape and architecture)***

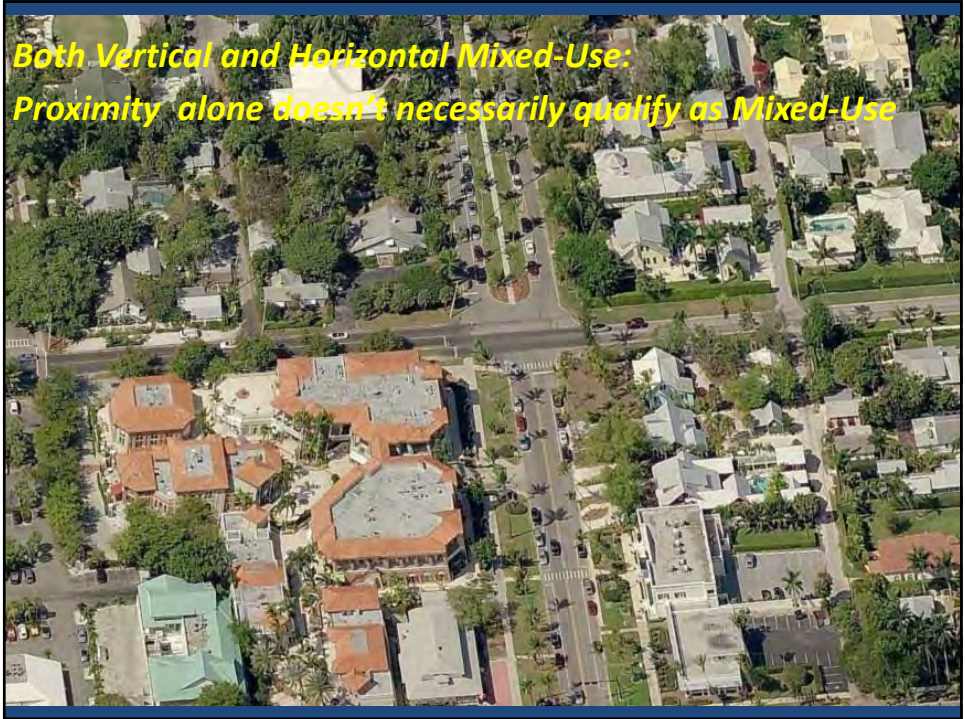


Elements of Successful Village Centers:

- Market Appropriateness
- Connectivity
- Aesthetic Character and Quality
(landscape and architecture)
- *Efficiency/Convenience*

Compactness has both mobility and fiscal implications





A full range of daily needs and activities

- within easy walking distance
- or a short shuttle ride or phone call away...

 A collage of six images illustrating daily needs and activities:

- Top left: A storefront for a grocery store, coffee bar, restaurant, and another grocery store.
- Top middle: A group of people walking together outdoors.
- Top right: A market stall with people interacting.
- Bottom left: A white van with a pharmacy logo and the text "Pharmacy Plus Home Health Services".
- Bottom middle: A group of people dancing in an outdoor setting.
- Bottom right: An outdoor cafe with people sitting at tables under umbrellas.

Elements of Successful Village Centers:

- Market Appropriateness
- Connectivity
- Aesthetic Character and Quality (landscape and architecture)
- Efficiency/Convenience
- *Safety/Security*



Perimeter Blocks



The top image is an aerial photograph of a village center, showing a cluster of buildings and green spaces. Below it are two ground-level photographs. The left photo shows a modern, multi-story residential building with a white facade and large windows, surrounded by landscaping. The right photo shows a similar building with a more traditional architectural style, featuring a white facade and a prominent entrance.

Courtyard Apartments



The left image is a photograph of a courtyard apartment building, showing a multi-story structure with a central courtyard area featuring a fountain and landscaping. The right image is a site plan diagram of the same building, showing the layout of the units and the central courtyard area, with trees and landscaping indicated.



Safety: Schools



“Drive-to” schools

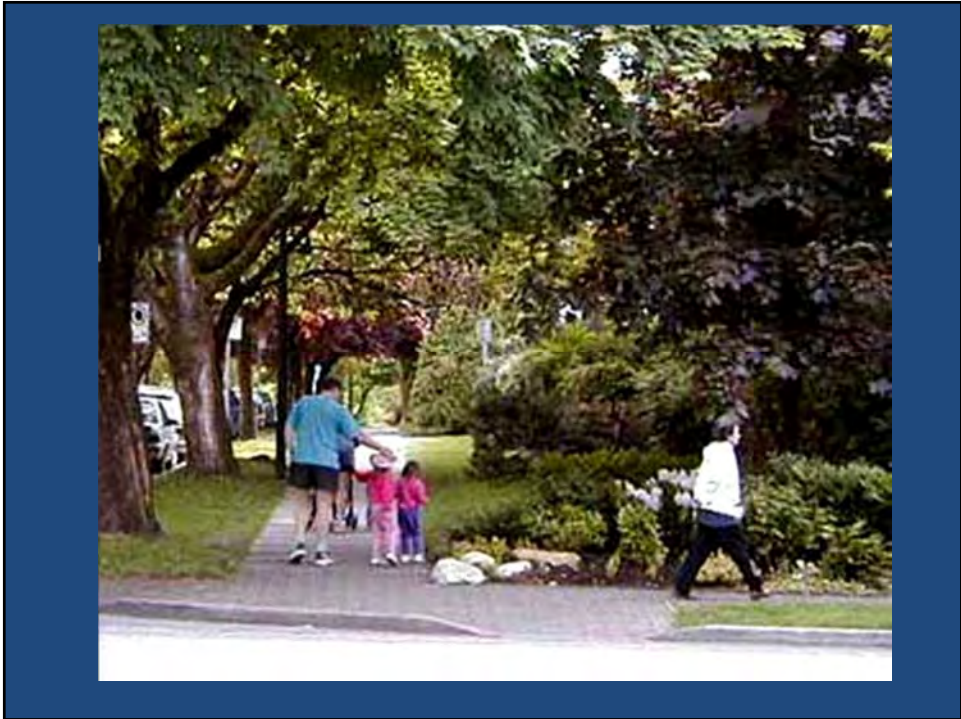
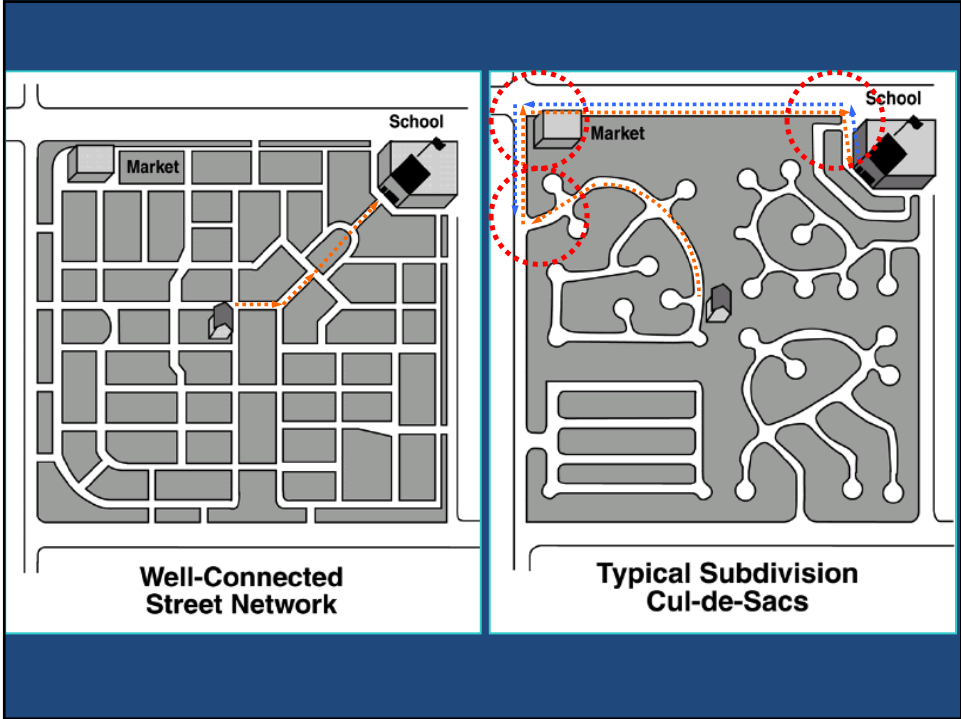
Neighborhood Schools



“Walk or drive-to” schools



Google earth
Imagery Date: 12/16/2015 29°19'11.19" N, 81°32'34.93" W elev: 92 ft alt: 943 ft



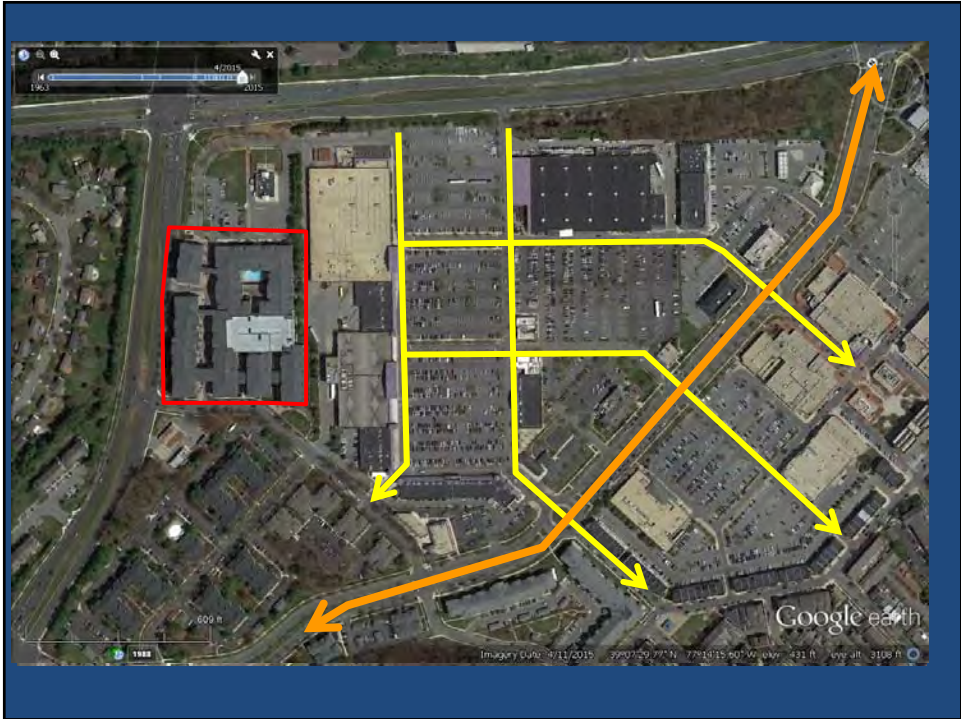
Principles of Successful Village Centers:

- Market Appropriateness
- Connectivity
- Aesthetic Character and Quality
(landscape and architecture)
- Efficiency/Convenience
- Safety/Security
- ***Sensitive Areas preservation***

Building compactly can also help to protect and save environmentally sensitive open space



Flexible/Incremental





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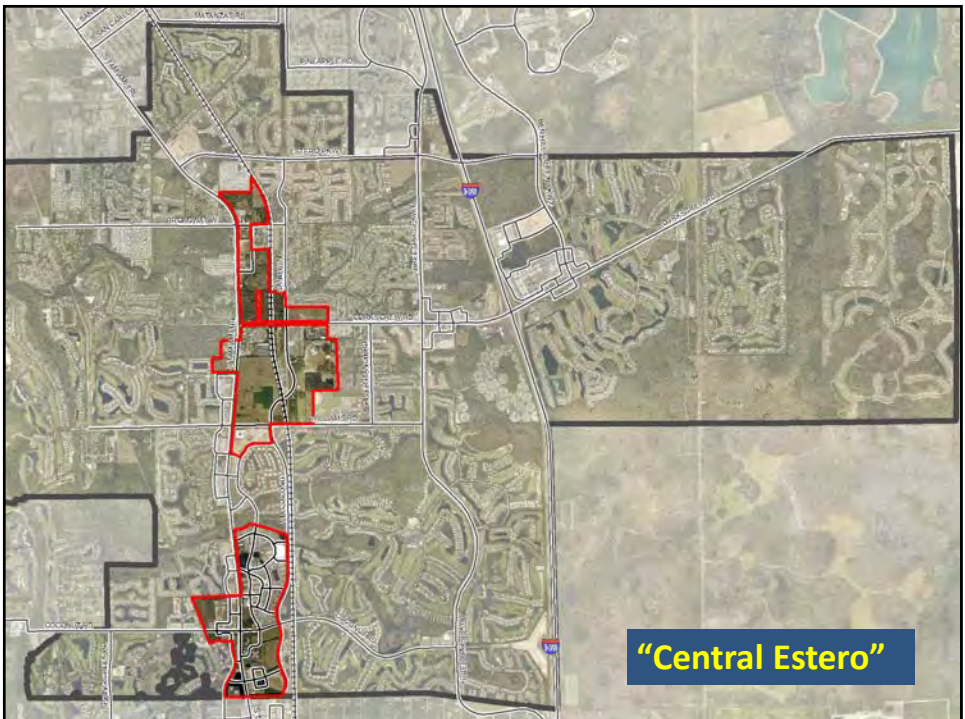
January 12, 2016

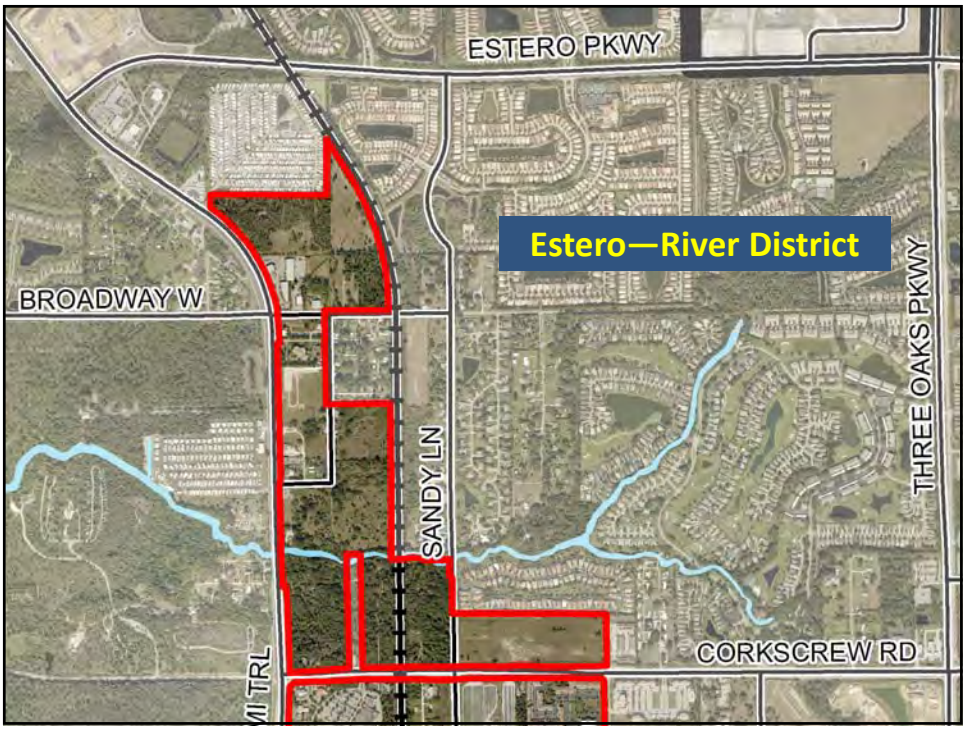
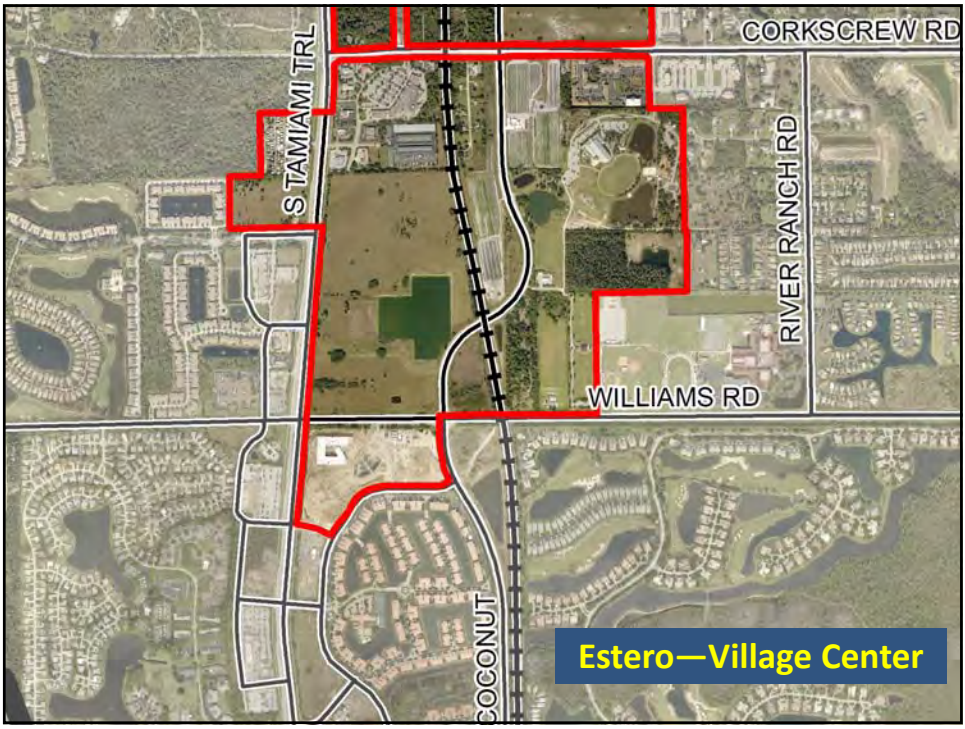
Status of Planning for Estero's Village Center

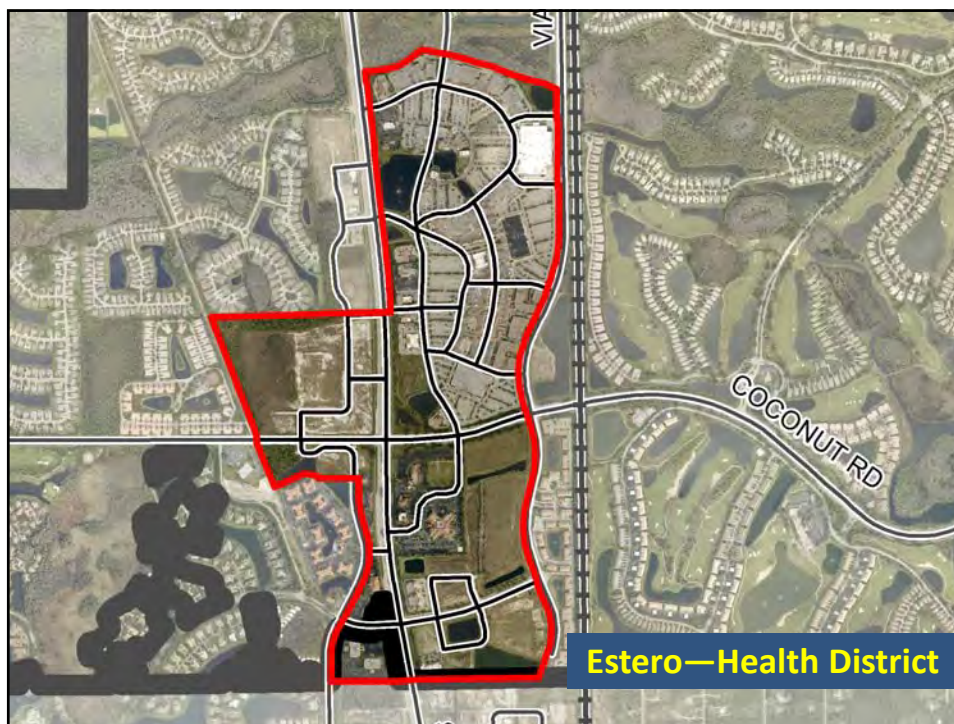
- **Update on recent activity**
 - **August 2015 public meeting**
 - **Process paused over objections**
 - **Revised approach selected**

Status of Planning for Estero's Village Center

- Update on recent activity
- How large an area are we talking about?
- What kind of zoning should be used?

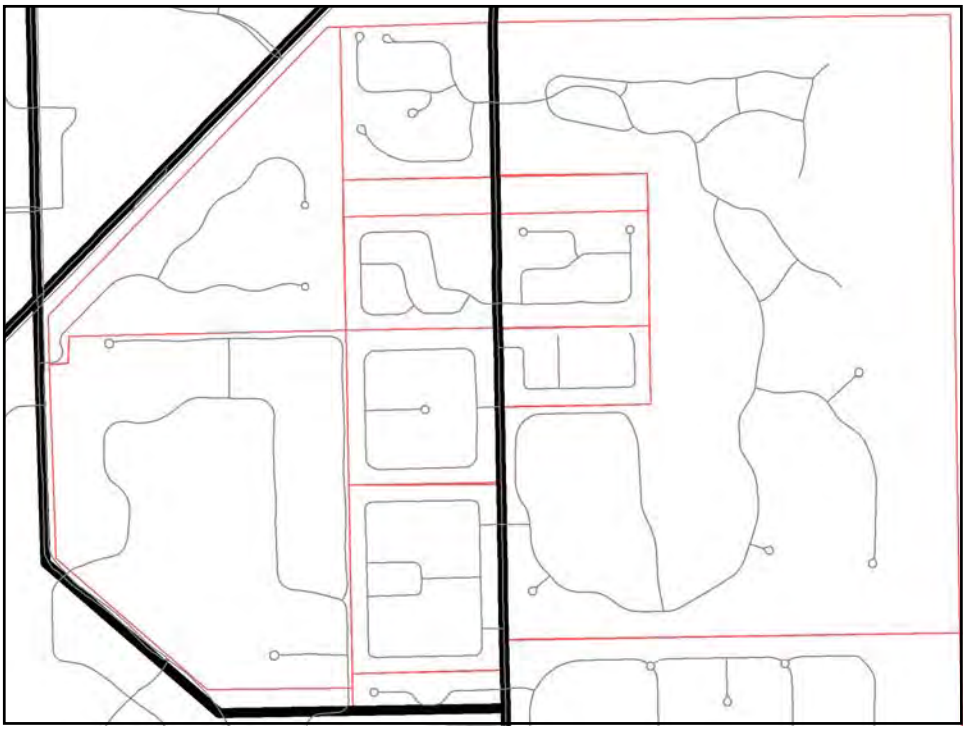
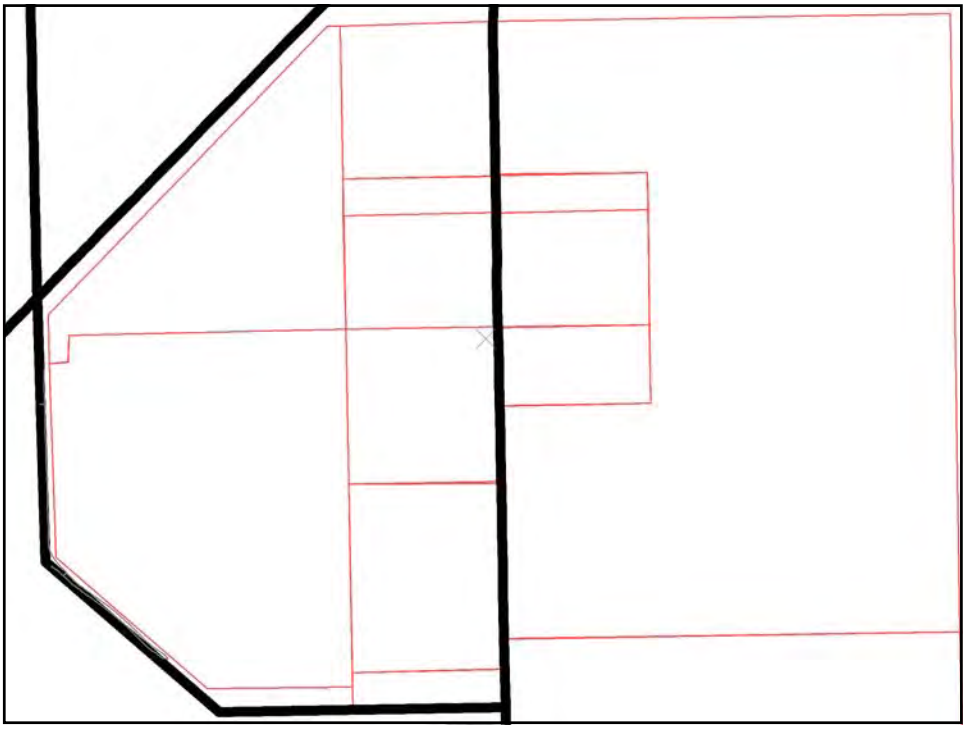






What kind of zoning should be used?

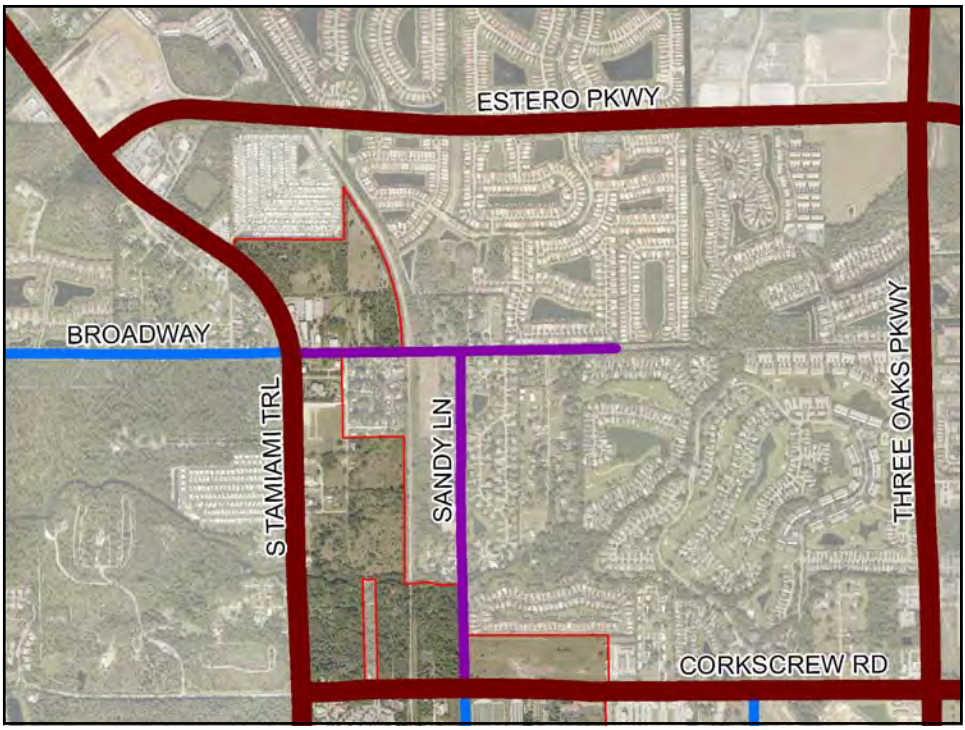
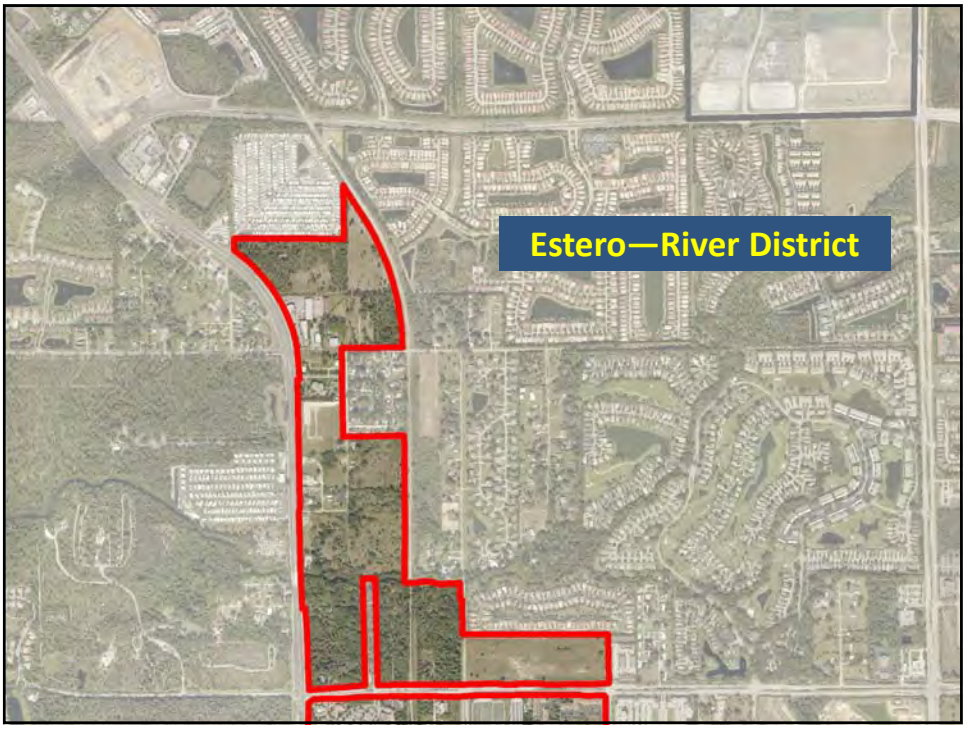
- **Concept**
 - Framework plan
 - Tiers
 - Additional requirements
 - Incentives

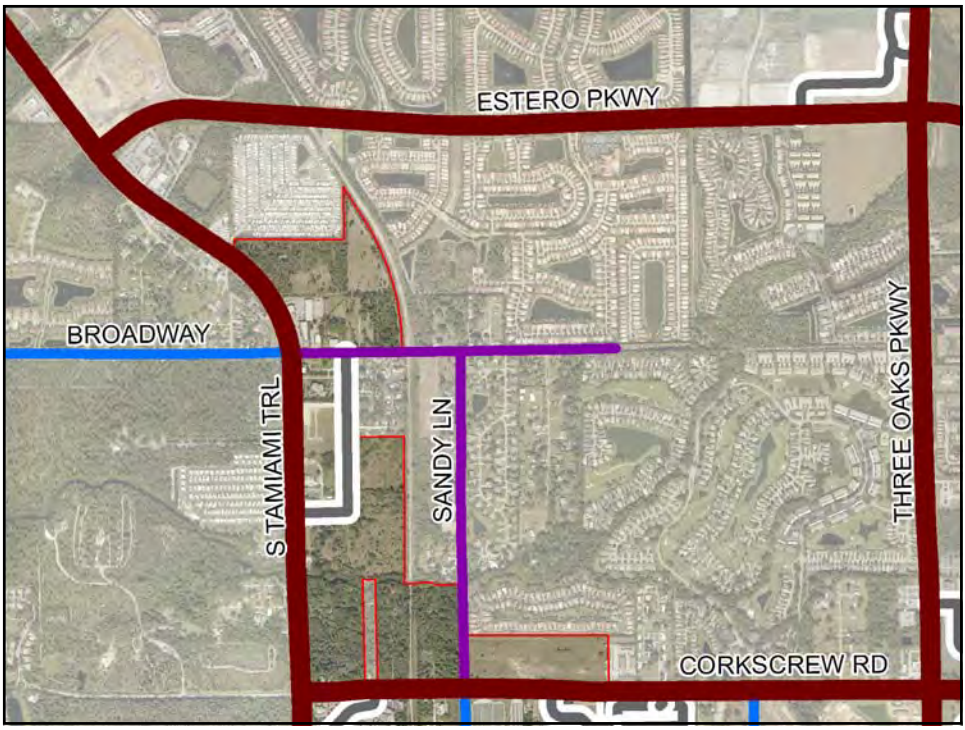
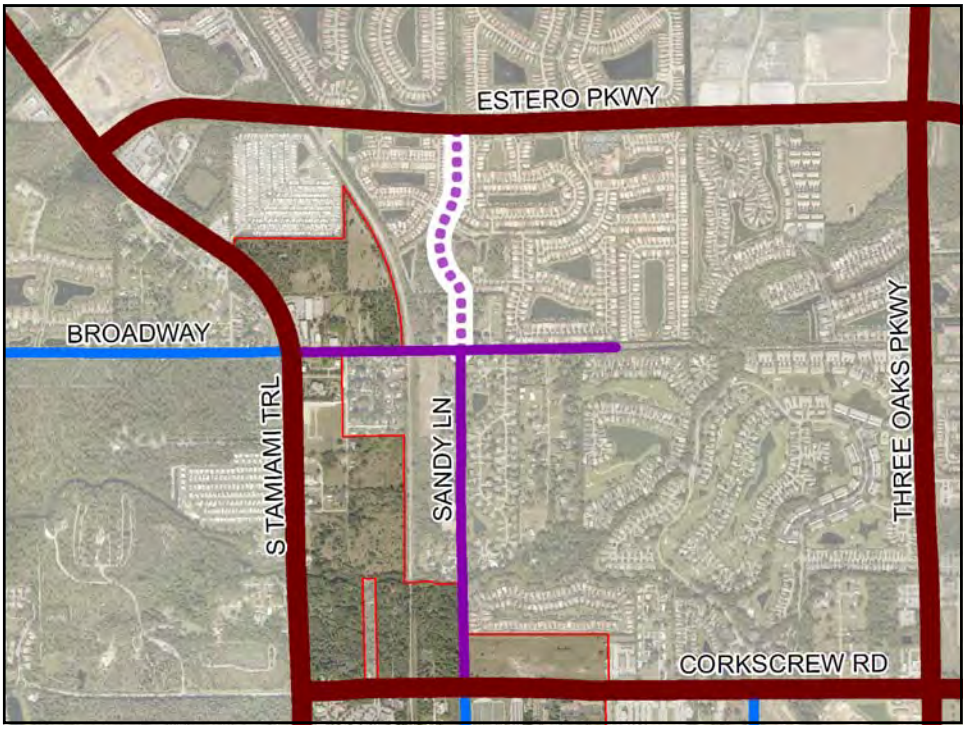


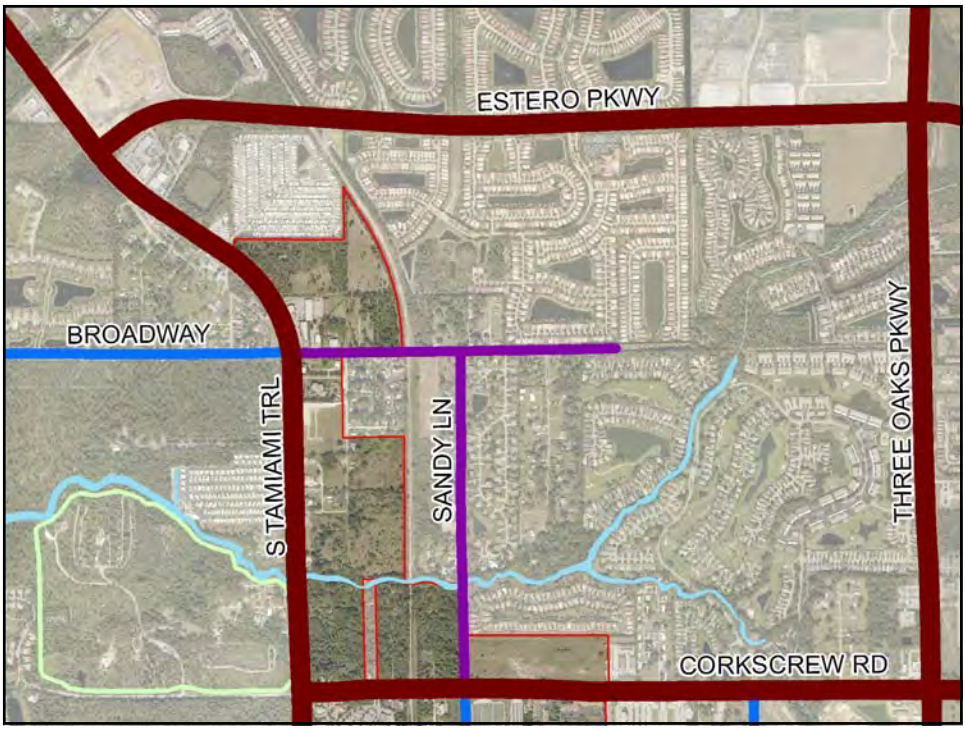
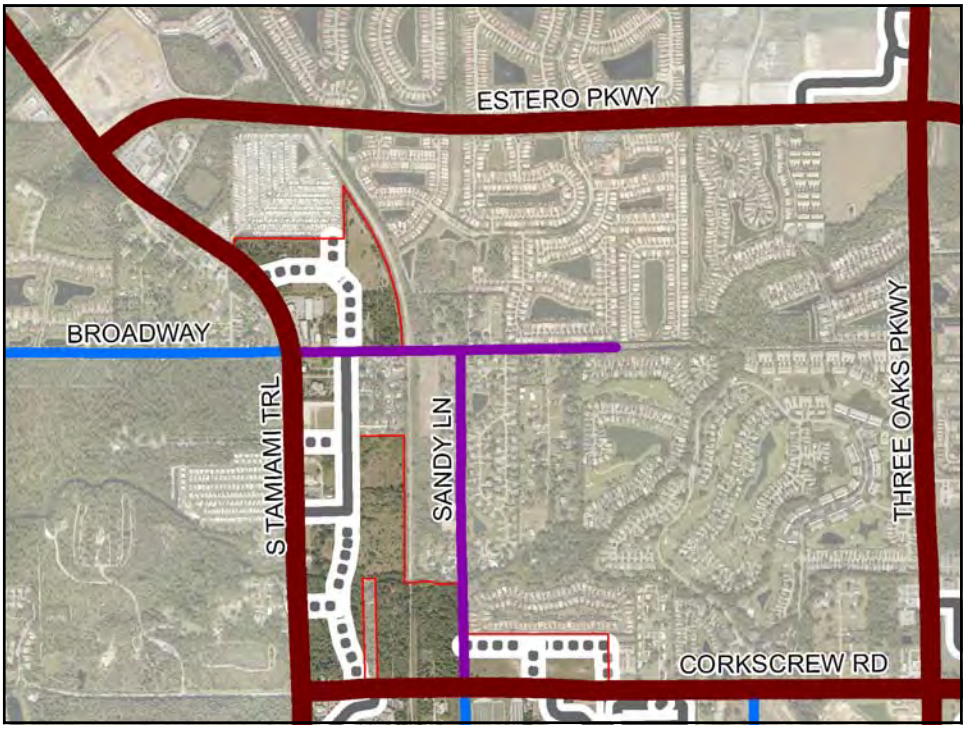


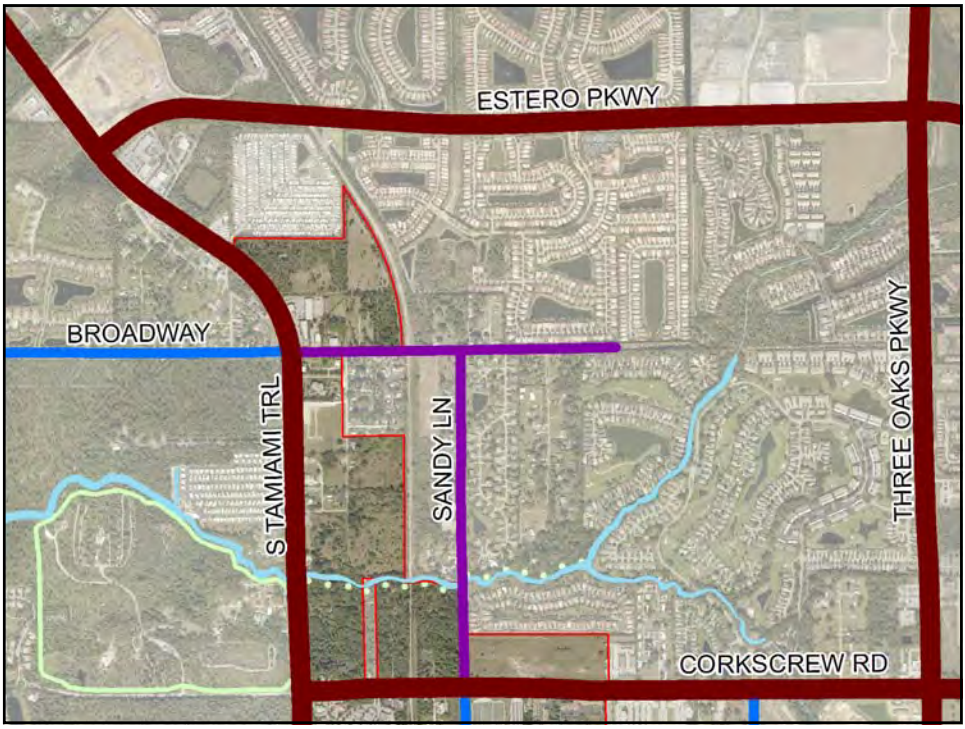
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- Concept
- **Framework plan**
- Tiers
- Additional requirements
- Incentives



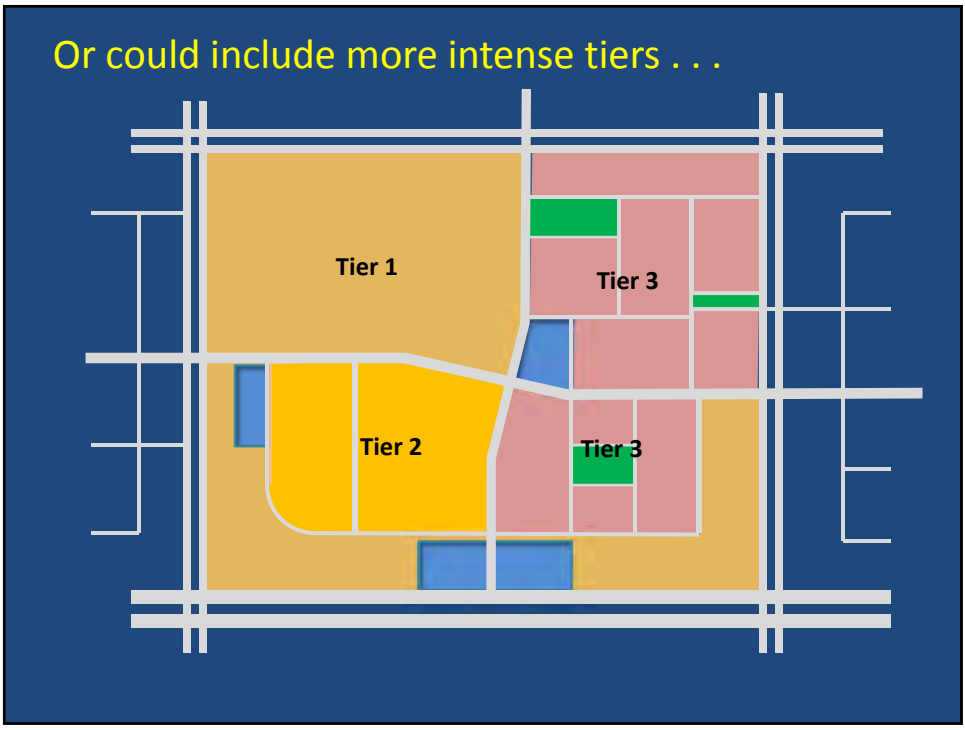
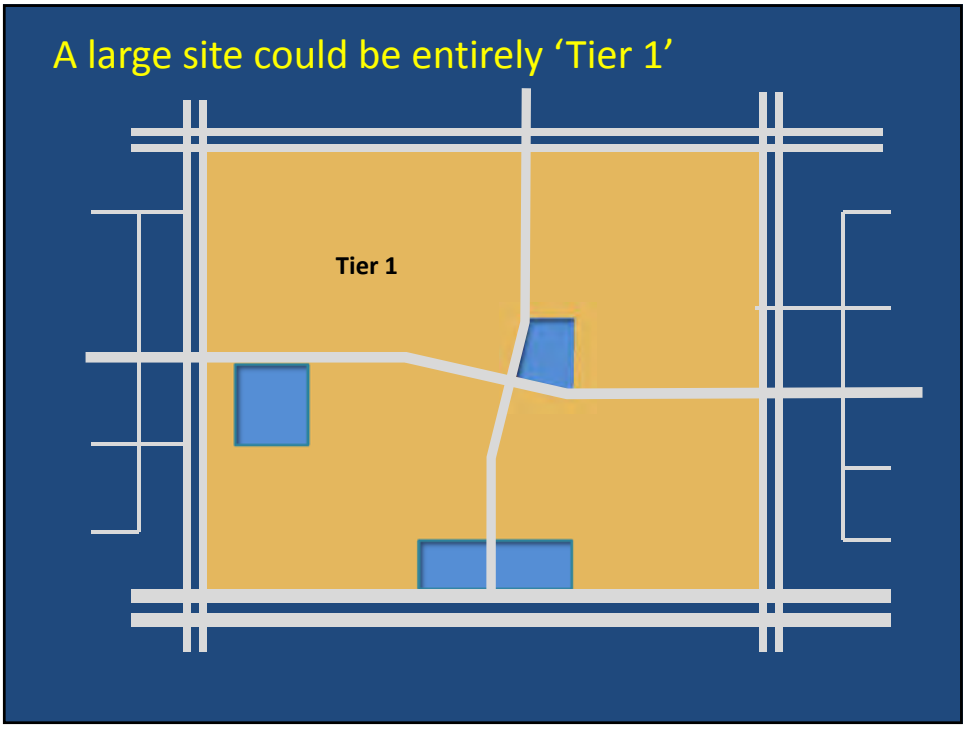






What kind of zoning should be used?

- Concept
- Framework plan
- **Tiers**
- Additional requirements
- Incentives

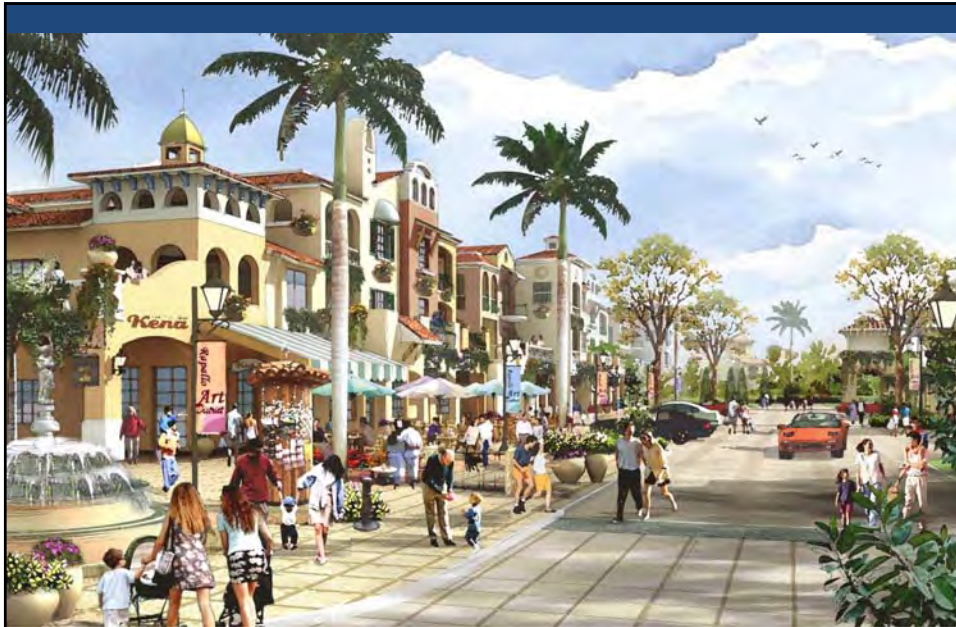


What kind of zoning should be used?

- Concept
- Framework plan
- Tiers
- **Additional requirements**
- Incentives

Tier 1 -- additional requirements:

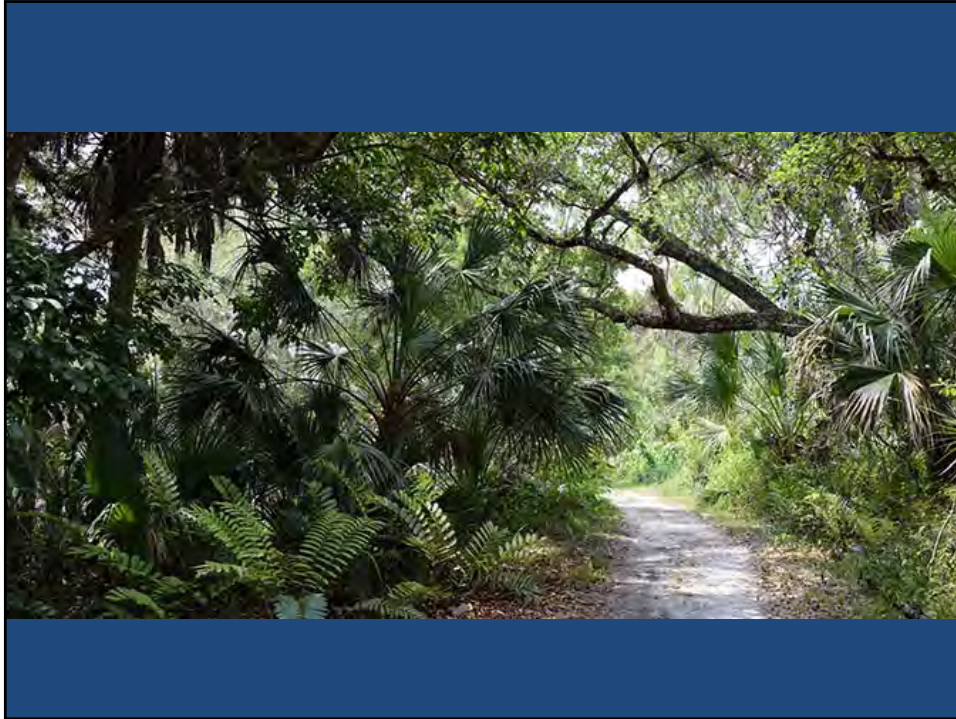
- Standards for Connecting Streets
- Pattern Books



"The critical issue is the integration of active, green, public spaces into the building perimeter and street-side -- lots of reasons to be there -- that's what creates the sense of place." --- Jim Wallace

Tier 1 -- additional requirements:

- Standards for Connecting Streets
- Pattern Books
- Preserve Indigenous Plant Communities



Tier 1 -- additional requirements:

- Standards for Connecting Streets
- Pattern Books
- Preserve Indigenous Plant Communities
- Estero River Buffer



Tier 2 -- additional requirements:

- Residential Neighborhood Standards
- Variety of Housing Types
- Standards for Local Streets
- Public Civic Spaces

Tier 3 -- additional requirements:

- Greater Mix of Uses
- Public Gathering Places

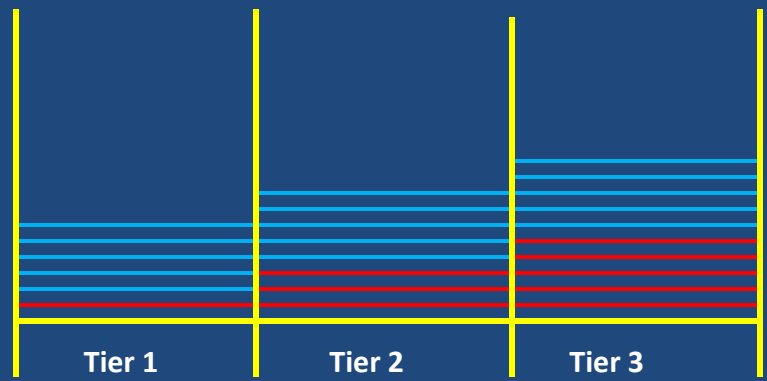
What kind of zoning should be used?

- Concept
- Framework plan
- Tiers
- Additional requirements
- **Incentives**

Benefits of allowing incentives:

- an effective way to pursue community policy goals
- the community and landowners both have flexibility...
- ...to select options which work best for both parties

Additional Requirements / Optional Incentive Offers



Tier 1 – potential incentive offers:

- **Off-Site Public Improvements**
(crosswalks, roadside beautification, bike lanes)
- **Enhanced Landscaping**
(extra landscaping that would be visible to general public)
- **Enhanced Streetscape**
(wider sidewalks / more trees on streets open to the public)
- **Public Civic Spaces**
(internal plaza or green space open to the public)

Tier 2 – potential incentive offers:

- **Public Hike/Bike Trails**
(build parts of a trail along rail corridor or Estero River)
- **Gathering Places**
(public gathering places for residents; may be commercial)
- **Riverwalk Easement**
(public could walk across private property on the riverbank)
- **Architectural Excellence**
(exceptional design of buildings that are visible to the public)

Tier 3 – potential incentive offers:

- **Site for Civic Building**
(school, transit station, sheriff substation, chapel)
- **Construct Civic Improvements**
(improvements to a public park or public school)
- **Off-Site Civic Spaces**
(plaza or green space outside the proposed development)

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potential incentive offers: *some examples:*

<input type="radio"/>	Off-site Public Improvements	(crosswalks, roadside beautification, bike lanes)
<input type="radio"/>	Enhanced Landscaping	(extra landscaping that would be visible to general public)
<input type="radio"/>	Enhanced Streetscape	(wider sidewalks / more trees on streets open to the public)
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potential incentive offers: *some examples:*

-
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- Off-Site Civic Spaces (plaza or green space outside the proposed development)
-
- or add your idea here →*
-
- or add your idea here →*
-

INSTRUCTIONS: Before a short intermission, tonight's speakers will discuss potential incentives for the Village Center area.

During the intermission, please think about the potential offers listed above. Developers might make one or more of these offers during their approval process, in exchange for benefits from the Village that would be valuable to them. Which of these offers would you personally find most advantageous for this community?

You may place up to four dots over circles to the left of offers that you think would be most valuable – or you may add your own ideas at the bottom of this list. Please fold this form in half and turn it in before leaving tonight, or mail it to the Village of Estero, 21500 Three Oaks Parkway, Estero, Florida 33928.

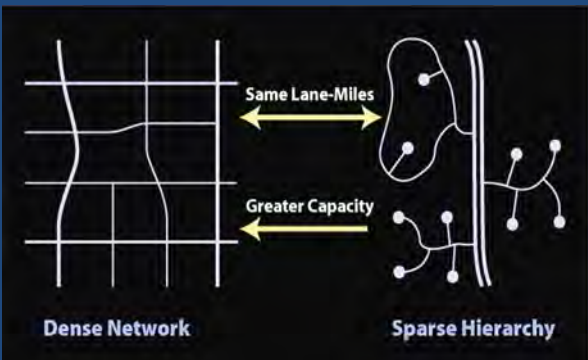
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**Connecting Streets
and
Their Importance**

Network Connectivity

- More network connectivity (diffuse network)
- Hierarchical framework



- Arterial spacing < 1/2 mile = fewer lanes per street

Connecting Streets and Their Importance

HOW DO WE GET THERE FROM HERE...?

Origin **Destination**

$\frac{(x+y)!}{(x!)(y!)} = \# \text{ of possible routes}$

2 possible routes without doubling Back...

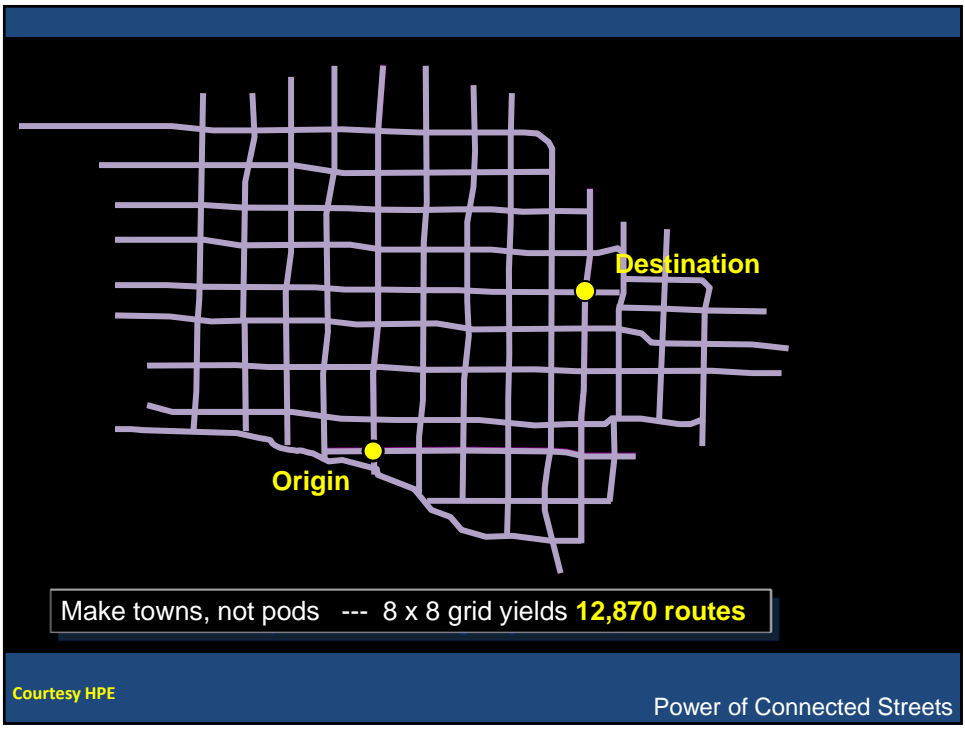
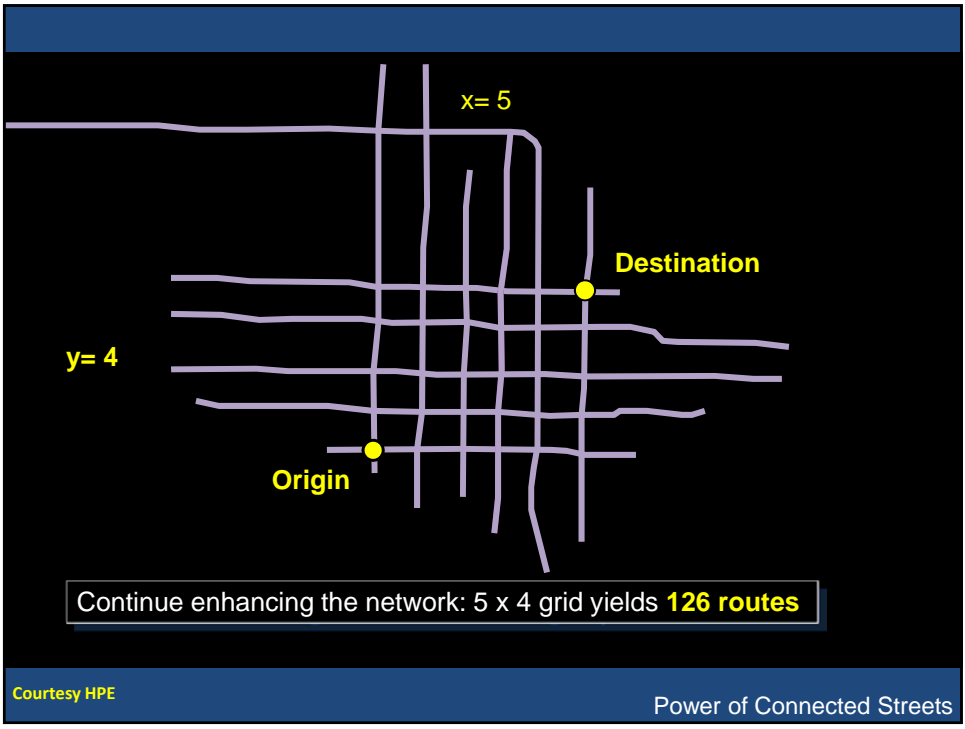
Courtesy of Hall Planning & Engineering, Tallahassee FL Power of Connected Streets

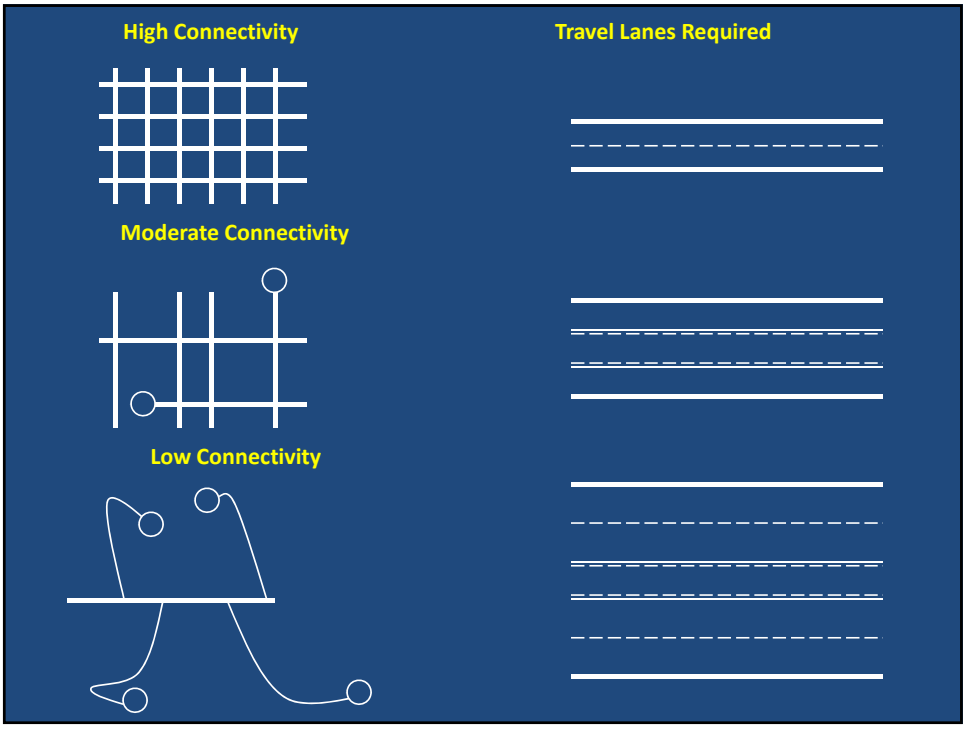
Origin **Destination**

$x=3$ $y=4$

Enhancing the network: 4 x 3 grid yields **35 routes**

Courtesy HPE Power of Connected Streets



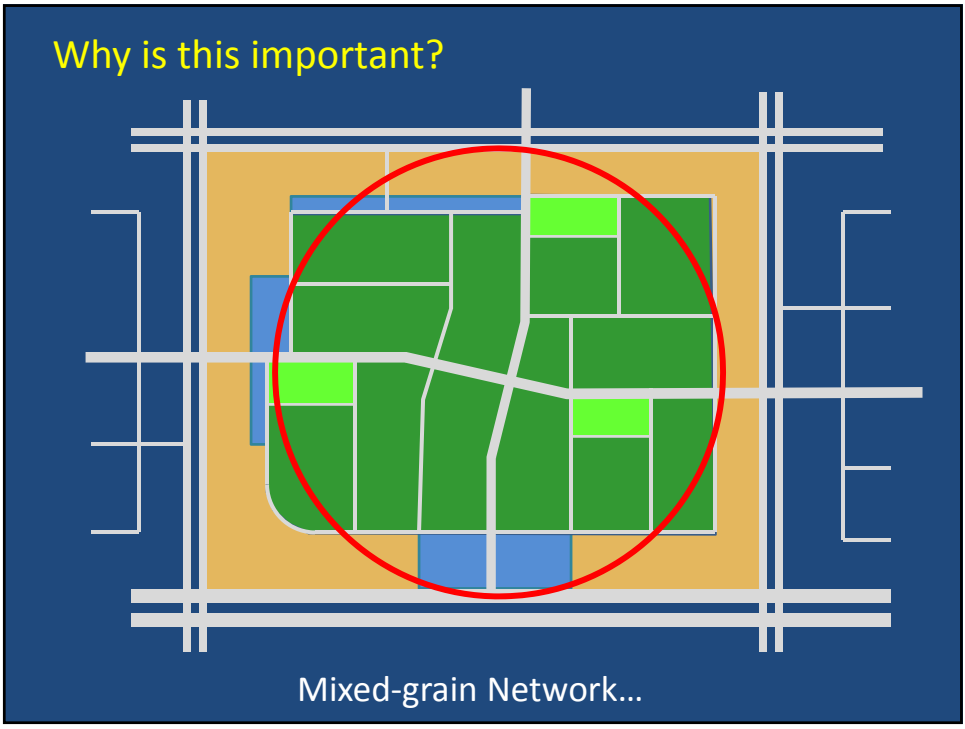


Why is this important?

Course-grained Network = Big Roads

Fine-grained Network = Small Roads

Mixed-grain Network...



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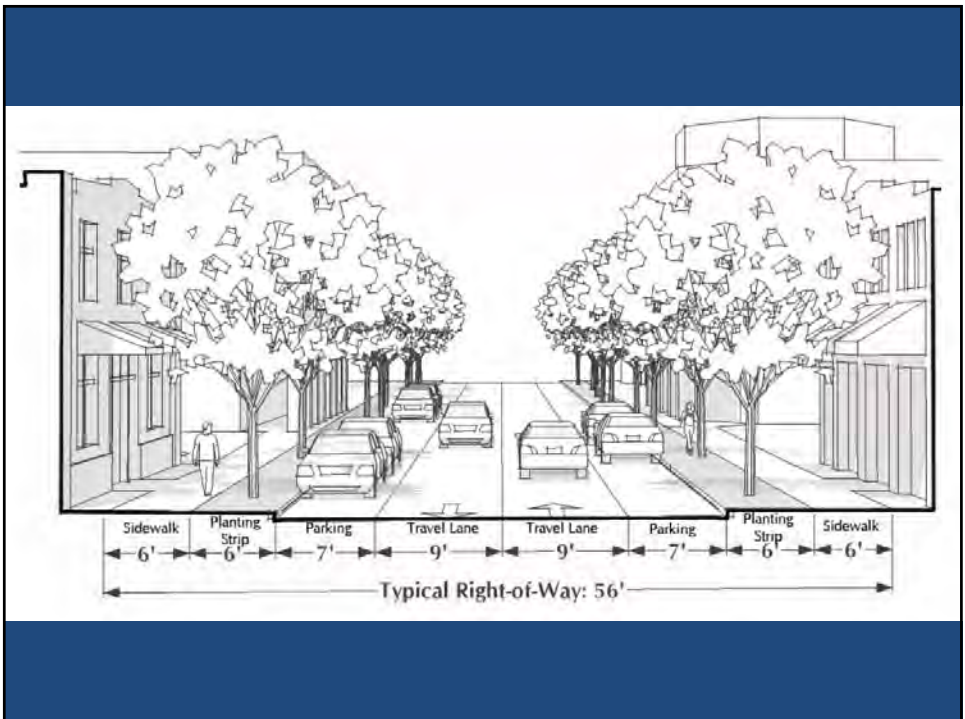
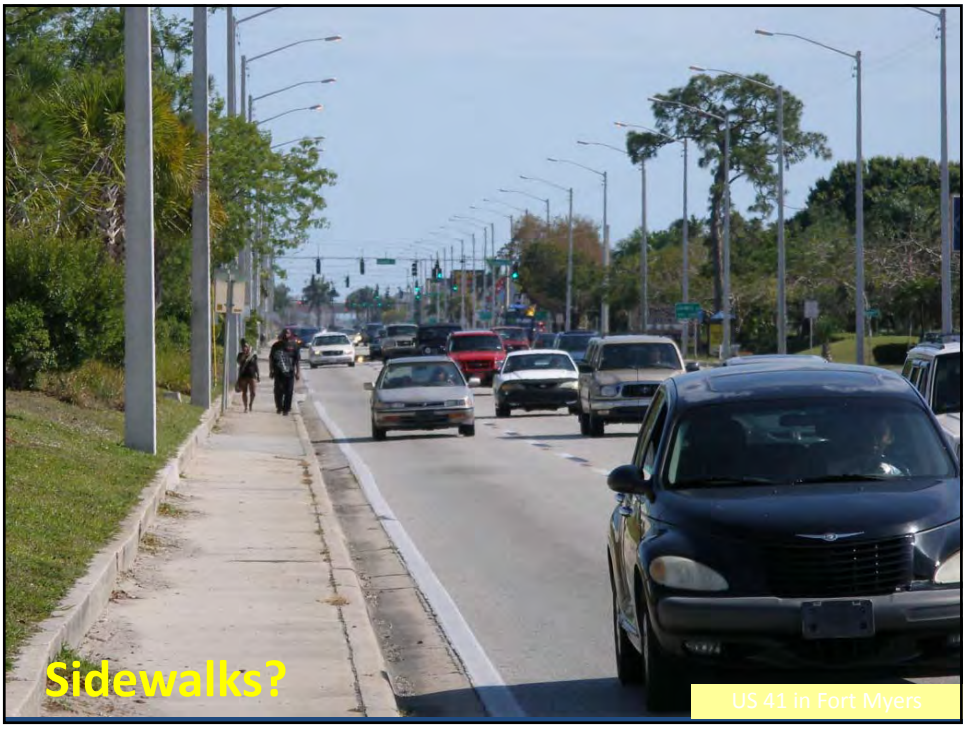
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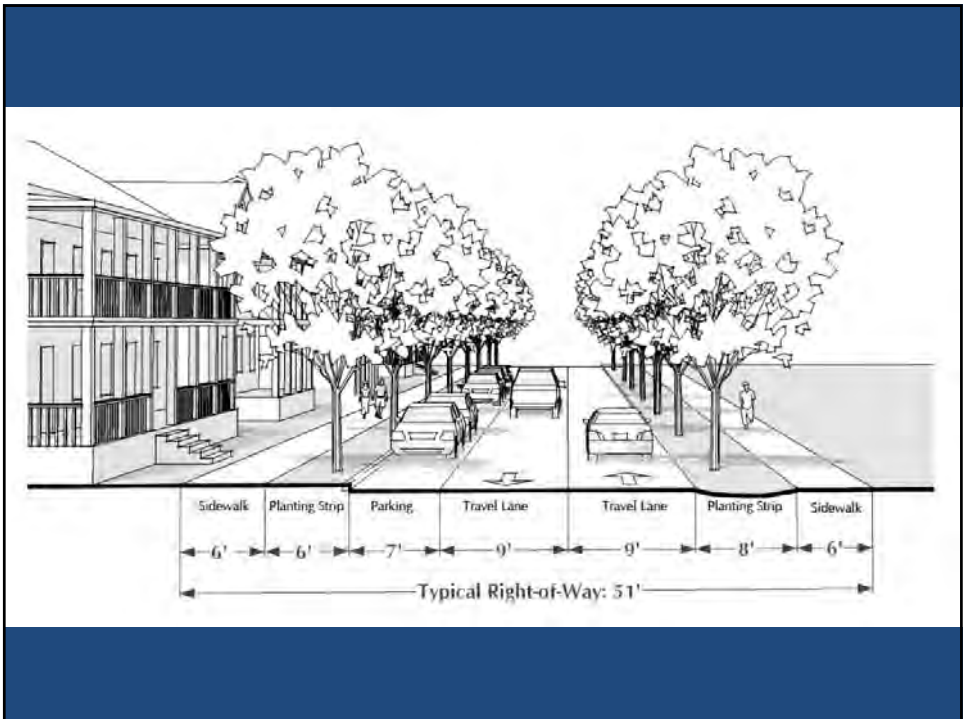
Active Transportation

- **On foot:**
 - Sidewalks
 - Trails (scenic)
 - Trails (distance)
- **On wheels:**
 - Bike lanes, paths & trails
- **On water:**
 - Estero River

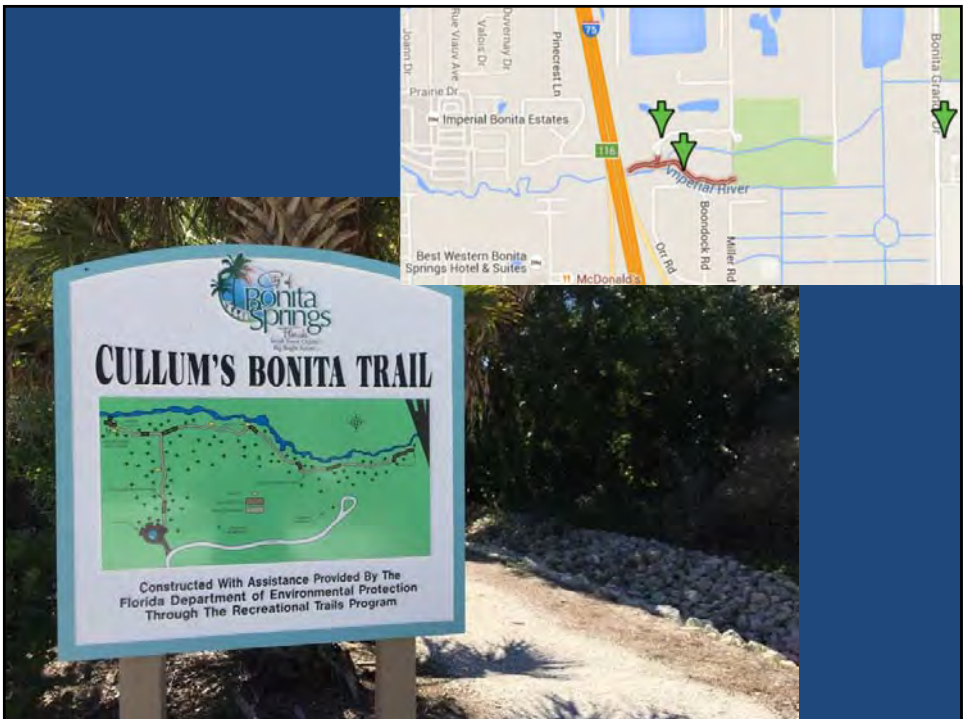
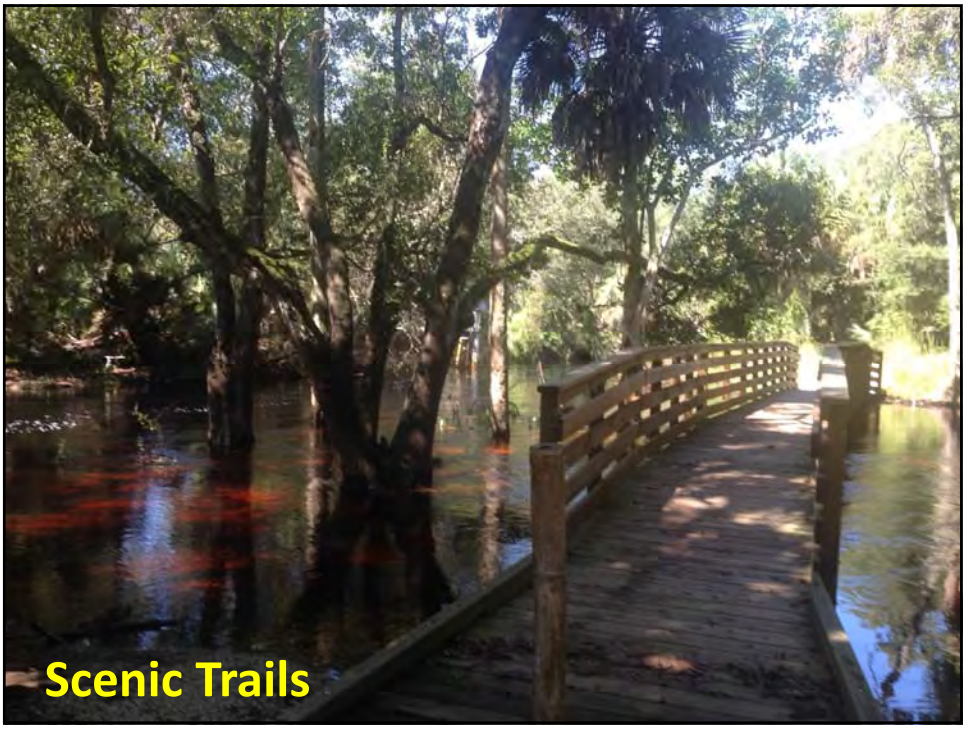
By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation.”

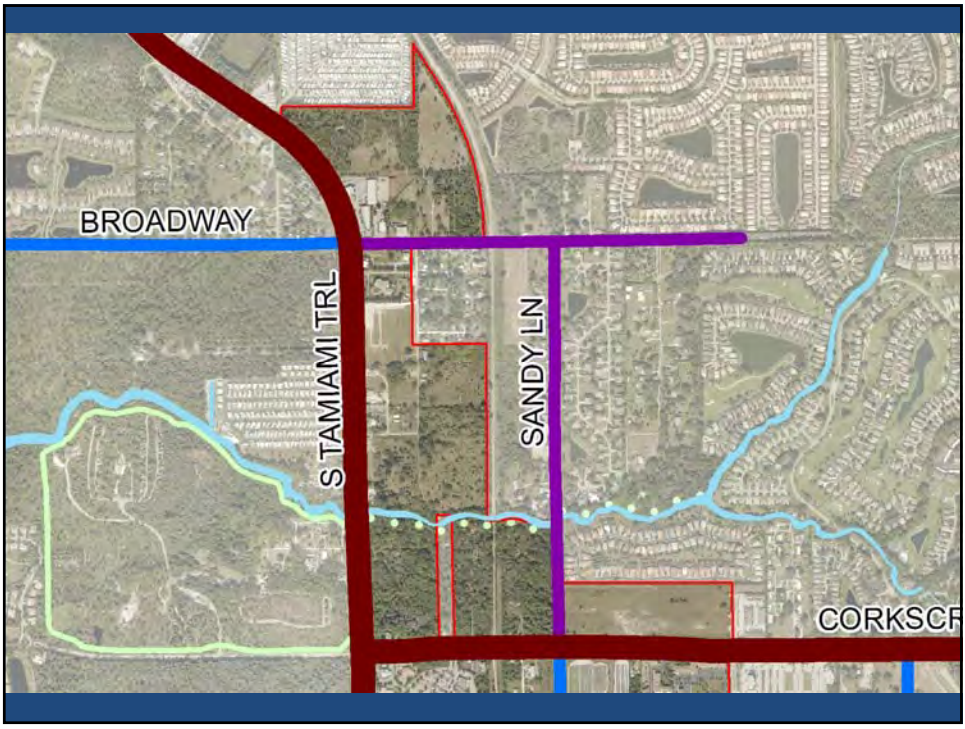




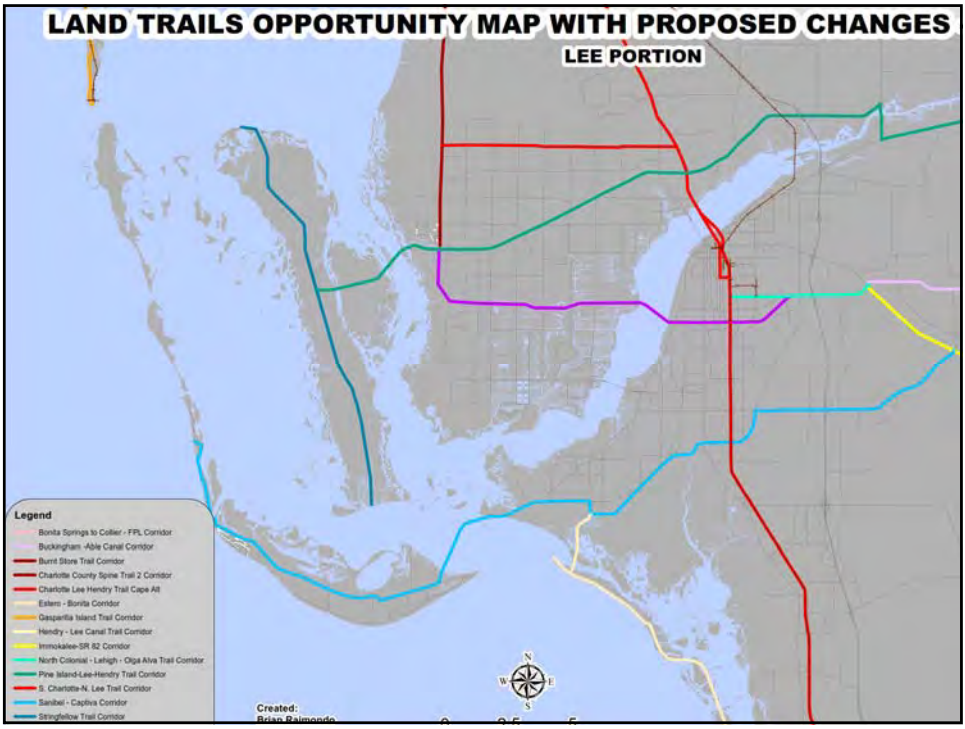


Scenic Trails









COMPLETE STREETS IMPLEMENTATION PLAN

December 2015

Florida Department of Transportation and Smart Growth America








Bicycling




Padding Trails



**Share your thoughts on making Southwest Florida a healthier, happier place:
Attend a Blue Zones Project Focus Group Jan. 19–21 or Feb. 1–3!**

We're inviting you to participate in a small group discussion to give us your strategic counsel on how best to make Blue Zones Project a success in worksites, schools, restaurants, grocery stores, and faith-based organizations in Bonita Springs and Estero. We want your feedback on the current state of well-being and how we can work together to improve environments and make healthy choices easier where you live, work, and play.



[Learn More & RSVP](#)

Focus Groups:
Join us January 19-21 and February 1-3 to discuss well-being across sectors in our community. See the specific dates and times for your sector meeting below.