



SUPPLEMENTAL STAFF REPORT

MIROMAR OUTLET HOTEL CPD

Amendment to Development of Regional Impact & Commercial Planned Development **Village Council 2nd Reading**

PROJECT NAME: MIROMAR OUTLET HOTEL CPD

CASE TYPE: DRI AMENDMENT & PLANNED DEVELOPMENT AMENDMENT

CASE NUMBER: DRI2018-E001 & DCI2018-E001

COUNCIL 2ND READING: OCTOBER 24, 2018

UPDATE FROM FIRST READING

This is an update to the staff report from the Council's first reading on October 17, 2018. The Council raised several questions that they requested the applicant address at the second reading. These items are listed below:

1. Outdoor Consumption on Premises of Alcoholic Beverages
Address the request to serve alcohol until 2 a.m., and potential noise from outdoor entertainment.
2. Parking
Address parking, in particular, overflow parking with Hertz arena during large events, and connectivity issues due to lack of sidewalks.
3. Comprehensive Plan
Address how this request fits under the current Plan and the new Plan that is not yet effective.
4. Height
Address the current and new Comprehensive Plan Land Use categories and additional height request.
5. Stormwater
Discuss stormwater and the capacity for storage.

ADDITIONAL DEVIATION REQUESTS

While this project was being reviewed, the staff advised the applicant that additional deviations would be needed. New deviations include:

1. Deviation 12 to allow maximum height of 75 feet for hotel.
2. Deviation 13 to allow sidewalks as shown on the site plan.
3. Deviations 14 and 15 allowing hotel signage to be added to the existing pylon signs at Miromar Outlets and allowing the onsite signs to be taller than wide.

(See applicant's explanation of these deviations, attached.)

MODIFICATIONS TO ZONING ORDINANCE AND DRI DEVELOPMENT ORDER

Several minor changes are needed to the Zoning Ordinance and DRI Development Order.

Zoning Ordinance -

1. Condition 1 – add date of Master Concept Plan “Received October 18, 2018”.
2. Condition 5 – add date of Pattern Book titled “Miromar Hotel October 17, 2018” date stamped “Received October 18, 2018”.
3. Add new deviations 12-15 to Ordinance.

DRI Development Order -

1. Page 1, Paragraph A., line 6, add “Condition II.C.11.”
2. Page 12, Paragraph F., line 2, add word “application” after “current”.
3. Page 15, Condition 5., remove the words “as may be amended” from lines 2 and 3.
4. Page 16, III 2, revise language on line 2 to read “All commitments and impact mitigating actions volunteered by the developer in the current application and prior Applications for Development Approval...”

Attachment:

- 1, Applicant's Deviation Explanation

SCHEDULE OF DEVIATIONS AND JUSTIFICATIONS

9. Deviation from LDC Section 10-285 which requires a minimum connection separation on local roads of 125 feet, to allow for connection separation distances as depicted on the master concept plan.

The master concept plan depicts the existing Miromar Outlet Drive parking lot and the parking lot aisle, platted as Miromar Outlet Drive. Even though the parking accessway is platted it has always been considered a parking aisle, not a local road. Therefore, the parking lot has been constructed similar to other parking lots with multiple parking aisles with an approximately 60-foot separation at the end of each row of parking. To the extent that the Village now interprets the existing parking aisle as a local road, the deviation is necessary to ensure that the parking lot can remain in its current configuration. The development of the hotel parcel will not change the south portion of the parking lot for the subject parcel, or the currently existing parking aisles from the lot. The parking lot aisle was named as part of the effort to notify the public of the appropriate exit for the mall as Miromar Outlet Drive is mentioned on the Corkscrew Road Exit sign on I-75. The Estero community supported this alternative to improved signage on-site. The continued recognition of Miromar Outlet Drive as a parking lot aisle enhances the planned development and does not create any public health safety and welfare concerns.

The area at the south end of the hotel will be maintained to provide clear line of sight and a stop condition so that cars exiting the parking lot can easily see oncoming cars within the parking access way, Miromar Outlet Drive.

10. Deviation from LDC Section 10-416(d)(3) and LDC Section 33-351 which require a type D buffer separating commercial development from a right of way and a type A buffer between adjacent commercial lots to allow for no buffer requirement separating the proposed hotel from the Miromar Outlet Drive and the Outlet Mall parking lot. The existing vegetation on the south side of the hotel parcel where the existing parking lot is not being reconfigured, will remain to the greatest extent possible.

The hotel property is being proposed to be developed as a use integrated with the rest of the Outlet Mall. The benefit of the hotel at this location is its visibility to and integration with the mall itself. The hotel will be designed with pedestrian connections to allow for easy access for hotel guests to the restaurants and retail shops at the mall. A buffer requirement runs counter to the goal of integration of uses. In this case, the goal is not to separate adjacent uses but to provide strong visual connections so that the uses can be integrated. The deviation would require that the existing street trees on the southern edge of the hotel parcel, where the parking lot is not being reconfigured, remain to provide vegetation and landscape areas.

11. Deviation from LDC Section 34-625(d)(4) which requires light poles not to exceed 25 feet to allow for the light poles at 30 feet within the Planned Development.

The subject property has been developed as part of the parking lot for the adjacent Outlet Mall to the south. With the development of the hotel use, much of the existing parking lot on the hotel property will remain in the current configuration, including the existing lights in the parking area. The existing lights were constructed prior to the adoption of LDC 34-625 and stand at 30 feet in height. They are considered a legal non-conforming use. This deviation will allow the light poles in the existing parking lot to remain and continue to be maintained, consistent with the rest of the lights throughout the outlet mall parking area.

The subject property is bound by an outlet mall, a sports arena, I-75 and a large lake. The closest residential use is over 1,100 feet away. The additional 5 feet from 25 feet to 30 feet is unnoticeable by any residential use and would have no impact on adjacent properties. The taller height allows fewer lights to be constructed because the light projected downward covers a larger area. Changing the lighting and the number of poles within the parking area will cause a reconfiguration of a parking lot that could otherwise remain as constructed. Allowing the poles to remain also provides consistency throughout the entire outlet mall area.

12. Deviation from LDC Section 33-229 which requires that buildings outside of highway interchange areas be limited to a maximum height of 45' feet, to allow for a maximum height of 75 feet for the hotel at the Outlet Mall.

The subject property is within both the General Interchange land use category and the Suburban land use category. The property is part of an overall development that is a highway interchange use. In accordance with the Interim Village Plan, the interchange area could be extended across the property consistent with the proposed unified plan of development and a deviation would not be necessary.

The subject property is well isolated from surrounding uses minimizing any impacts of the increased height. The closest residential use is over 1,100 feet to the east of the hotel site. To the north is the Germain Arena, to the south is the Outlet Mall and to the west is I-75. Due to the location of the property and the surrounding uses there are no negative impacts to the proposal.

Additional height will enhance the Master Concept plan by allowing a smaller building footprint with an increased amount of pedestrian activity and integration of the hotel with the Outlet Mall.

13. Deviation from LDC Section 10-256(d) which requires sidewalks along privately maintained local streets to allow for sidewalks as depicted on the Master Concept Plan along Miromar Outlet Drive between the hotel parcel and the road.

The subject property is an existing parking lot that is already constructed and being used for parking for the Outlet Mall. Patrons of the mall currently walk from the parking lot to the Outlet, without incident. The proposed hotel will be constructed on the northern portion of the parking lot, leaving the remaining area with minimal changes. The existing access points out of the parking lot (the parking aisles) break up the frontage such that a functional sidewalk is not feasible. Along the southern end of the existing parking lot is a landscaped area with tree that will remain. Adding sidewalks at that location would require the removal of the trees and replacement with less mature vegetation.

There is not likely to be significant pedestrian movement along the road. The majority of the pedestrian movement will likely be from north to south from the hotel to the outlet mall at the cross-walk locations as identified on the master concept plan. The proposed plan meets the intent of the code by providing sufficient, safe opportunities for pedestrian movement in locations where the pedestrian activity is most likely to occur.

14. Deviation from LDC Section 33-56, which specifies the dimensions of monument signs and LDC Section 33-383 which prohibits pylon signs in Estero except as approved within a development of regional impact by planned development zoning resolution adopted prior to June 24, 2003 to allow for hotel signs to be placed on the existing legal Pylon signs as depicted in the Pattern Book.

Having signage on Corkscrew Road and Ben Hill Griffin Parkway will benefit the public trying to find the hotel by increasing the hotel's visibility on the major roads surrounding the Outlet Mall. This deviation is necessary because although the existing Miromar Outlet signs are legal and conform to the Estero sign codes, an addition to the existing signs would likely not be allowed under LDC Section 33-383. The area between the poles of the pylon sign may also not have the correct dimensions to meet the definition of a monument sign. "Filling in" the Pylon sign with signage for the hotel, as depicted in the Pattern Book, will enhance the existing Pylon signs by filling in the base with identification signage. In the alternative, locating an additional sign at the Outlet Mall entrances for the hotel will detract from the character of the corridors by adding more sign clutter. The proposed deviation would give the most flexibility for the staff and Estero Design Review Committee to evaluate the best aesthetic option at the time of local development order.

15. Deviation from LDC Section 30-153, which allows for the placement of identification and directory signs in non-residential subdivisions and multiple occupancy complexes of more than 5 establishments, to allow for the utilization of the Miromar Outlet project identification sign as a directory sign with the addition of signage for the hotel, as depicted in the pattern book.

Having signage on Corkscrew Road and Ben Hill Griffin Parkway will benefit the public trying to find the hotel by increasing the hotel's visibility on the major roads surrounding the Outlet Mall. This deviation is necessary because the existing pylon identification signs may not be able to be used as directory. "Filling in" the Pylon sign with signage for the hotel, as depicted in the Pattern Book, will enhance the existing Pylon signs by filling in the base with identification signage. In the alternative, locating an additional sign at the Outlet Mall entrances for the hotel will detract from the character of the corridors by adding more sign clutter. The proposed deviation would give the most flexibility for the staff and Estero Design Review Committee to evaluate the best aesthetic option at the time of local development order.



MIROMAR HOTEL

ESTERO, FL

October 17, 2018

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VICINITY MAP

PROJECT INTENT:

Redevelop an existing greyfield using **SMART GROWTH PRACTICES**, creating a compact urban form. The proposed development will contribute towards **ECONOMIC GROWTH** for the **VILLAGE OF ESTERO** and the surrounding businesses the hotel will support. The underutilized parking lot will become the location of a new hotel. The hotel has the potential to create a **SYMBIOTIC** relationship with the Germain Arena and Miromar Outlets. The hotel guests will have a **WALKABLE CONNECTION** to the Germain Arena, Miromar Outlets, restaurants, and open space along the lake.

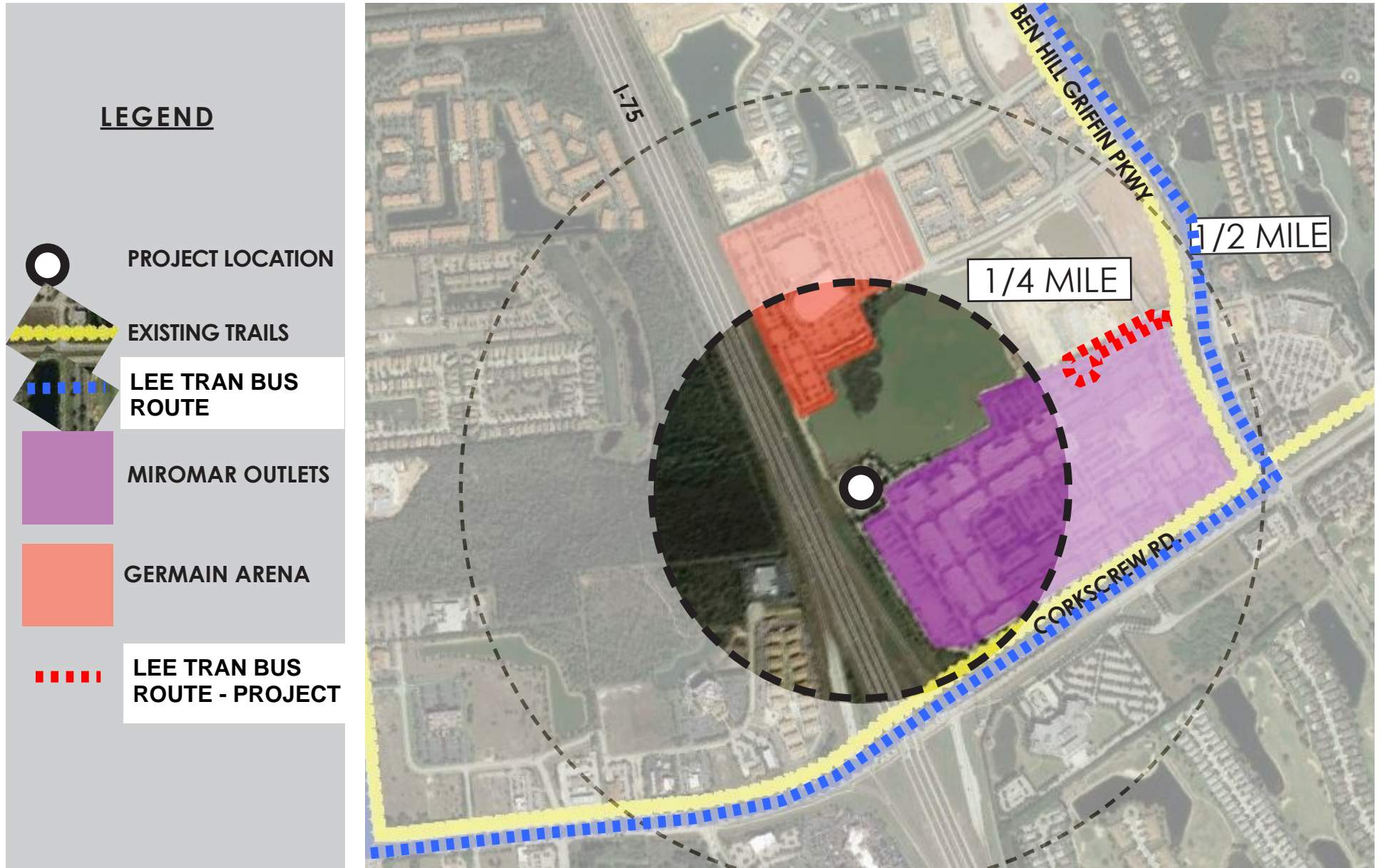
PROJECT GOALS:

- Create a walkable development with less reliance on the automobile
- Enhance the existing open space
- Create a cohesive aesthetic and architecture that compliments the Miromar Outlets vernacular.
- Enhance the vegetative buffer along I-75



MIROMAR HOTEL

CONNECTIVITY VIA WALKABILITY RADIUS MAP



MIROMAR HOTEL

GREY FIELD REDEVELOPMENT

GREY FIELDS OFFER LARGE INFILL REDEVELOPMENT OPPORTUNITIES. GREY FIELDS SITES TYPICALLY ARE HIGHLY VISIBLE PROPERTIES THAT REDUCE THE APPEAL OF SURROUNDING COMMUNITIES, SO THEIR REDEVELOPMENT OFTEN CATALYZES ADDITIONAL PROJECTS. GREY FIELD REDEVELOPMENT PROJECTS CAN ACHIEVE MARKET-COMPETITIVE SALES PRICES AND LEASE RATES FOR COMMERCIAL AND RESIDENTIAL SPACE. (OFFICE OF SUSTAINABLE COMMUNITIES, 2012)

PROJECT SITE: UNDERUTILIZED PARKING LOT



ZONING LANDSCAPE EXHIBIT



PROPOSED DOUBLE LIGHT POLE



PROPOSED SINGLE LIGHT POLE



EXISTING SINGLE LIGHT POLE



EXISTING SINGLE LIGHT



DMJA
DAVID M. JONES, JR.
AND ASSOCIATES, INC.
LANDSCAPE ARCHITECTS
AND PLANNERS

2221 McGowan Blvd.
Fort Myers, Florida 33904
PHONE: (239) 527-5245
FAX: (239) 337-4194

1514 Tamiami Trail
Bldg. 63, Fort 201
Plant City, FL 33562
PHONE: (813) 235-2217
FLA. LICENSE: LC 0000003

PROJECT INFORMATION:
**MIROMAR
OUTLET
MALL
LOT M-7**
INFORMATION
Estero, FL

PREPARED FOR:
Miromar Development
Corporation
10801 Corkscrew Road
Suite 305
Estero, FL 33928

CONSULTANT:

DESIGN PROFESSIONAL:

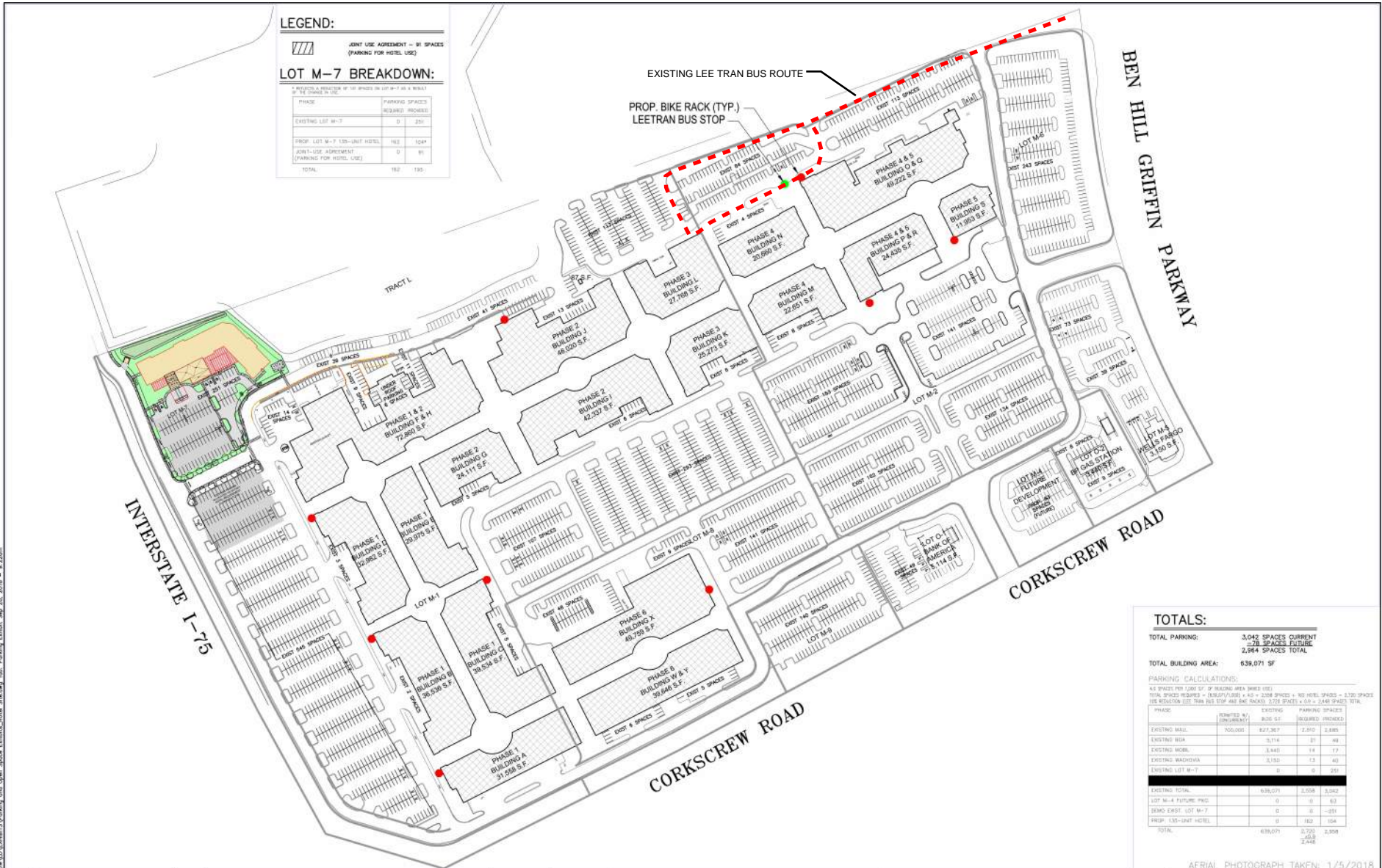
REGISTERED LANDSCAPE ARCHITECT
FLA. NO. 36512
STATE OF FLORIDA

PROJECT NO.: 218062
PROJECT NAME: LOT M-7 L.S.
DESIGNER: GJD
DRAWN BY: GJD
CHECKED BY: GJD
DATE: 09/16/16

ZONING EXHIBIT
DATE: 09/16/16
REVISIONS:

SHEET TITLE:
**ZONING
LANDSCAPE
GRAPHIC**
SHEET NUMBER:
L-1

OPEN SPACE AND PARKING EXHIBIT



ALL RIGHTS RESERVED. AERIAL PHOTOGRAPH TAKEN 1/5/2018. 100% PARKING EXHIBIT. DATE 01/24/18. 2/2018. 2/2018.

LETTER	REVISIONS	DATE

MIROMAR OUTLET MALL

DESIGNED BY: C.L.K.
 DRAWN BY: J.C.B.
 CHECKED BY: C.L.K.
 VERTICAL SCALE: N/A
 DATE: 01/24/18
 DATE: 01/24/18
 DATE: 01/24/18
 HORIZONTAL SCALE: 1" = 80'



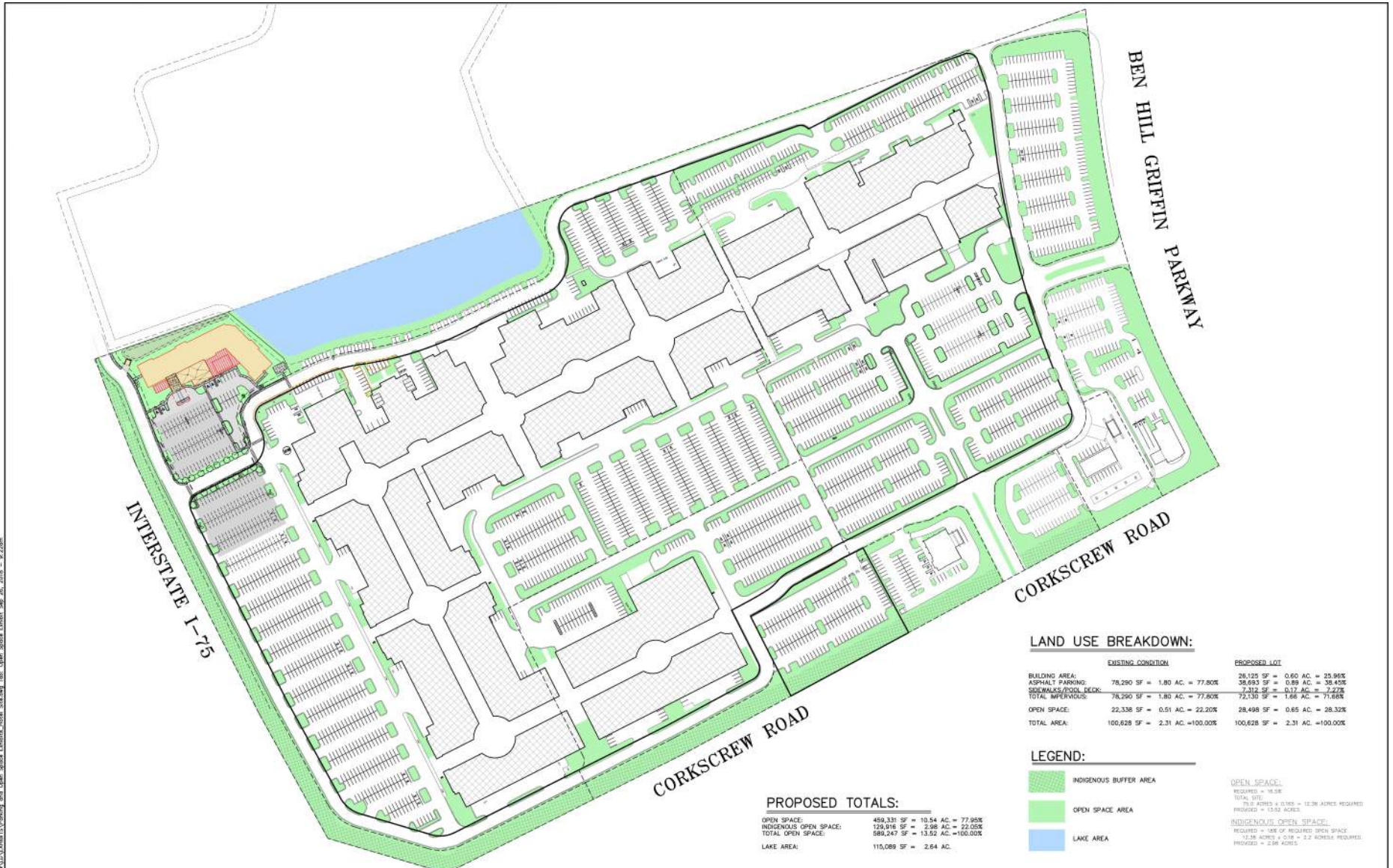
6200 Whiskey Creek Drive
 Fort Myers, FL 33919
 Phone : (239) 985-1200
 Florida Certificate of
 Authorization No. 1772

PARKING EXHIBIT

EXHIBIT	EXHIBIT
PROJECT NO.: 2018008	SHEET NO.: XX of XX

MIROMAR HOTEL

OPEN SPACE AND PARKING EXHIBIT



LAND USE BREAKDOWN:

	EXISTING CONDITION	PROPOSED LOT
BUILDING AREA:		28,125 SF = 0.60 AC. = 25.96%
ASPHALT PARKING:	78,290 SF = 1.80 AC. = 77.80%	38,683 SF = 0.89 AC. = 38.40%
SEWALKS/POOL DECK:		7,412 SF = 0.17 AC. = 7.23%
TOTAL IMPERVIOUS:	78,290 SF = 1.80 AC. = 77.80%	72,130 SF = 1.66 AC. = 71.66%
OPEN SPACE:	22,338 SF = 0.51 AC. = 22.20%	28,498 SF = 0.65 AC. = 28.32%
TOTAL AREA:	100,628 SF = 2.31 AC. = 100.00%	100,628 SF = 2.31 AC. = 100.00%

LEGEND:

- INDIGENOUS BUFFER AREA
- OPEN SPACE AREA
- LAKE AREA

OPEN SPACE:
 REQUIRED = 16.3%
 TOTAL SITE: 79.2 ACRES @ 0.100 = 12.38 ACRES REQUIRED
 PROPOSED = 13.92 ACRES

INDIGENOUS OPEN SPACE:
 REQUIRED = 16% OF REQUIRED OPEN SPACE
 12.38 ACRES @ 0.10 = 1.24 ACRES REQUIRED
 PROPOSED = 2.88 ACRES

PROPOSED TOTALS:

OPEN SPACE:	459,331 SF = 10.54 AC. = 77.96%
INDIGENOUS OPEN SPACE:	129,916 SF = 2.98 AC. = 22.05%
TOTAL OPEN SPACE:	589,247 SF = 13.52 AC. = 100.00%
LAKE AREA:	115,069 SF = 2.64 AC.

LETTER	REVISIONS	DATE

MIROMAR OUTLET MALL

DESIGNED BY	C.L.K.	DATE	01/24/18
DRAWN BY	J.C.B.	DATE	01/24/18
CHECKED BY	C.L.K.	DATE	01/24/18
VERTICAL SCALE	N/A	HORIZONTAL SCALE	1" = 100'



6200 Whiskey Creek Drive
 Fort Myers, FL 33919
 Phone: (239) 985-1200
 Florida Certificate of
 Authorization No. 1772

OPEN SPACE EXHIBIT

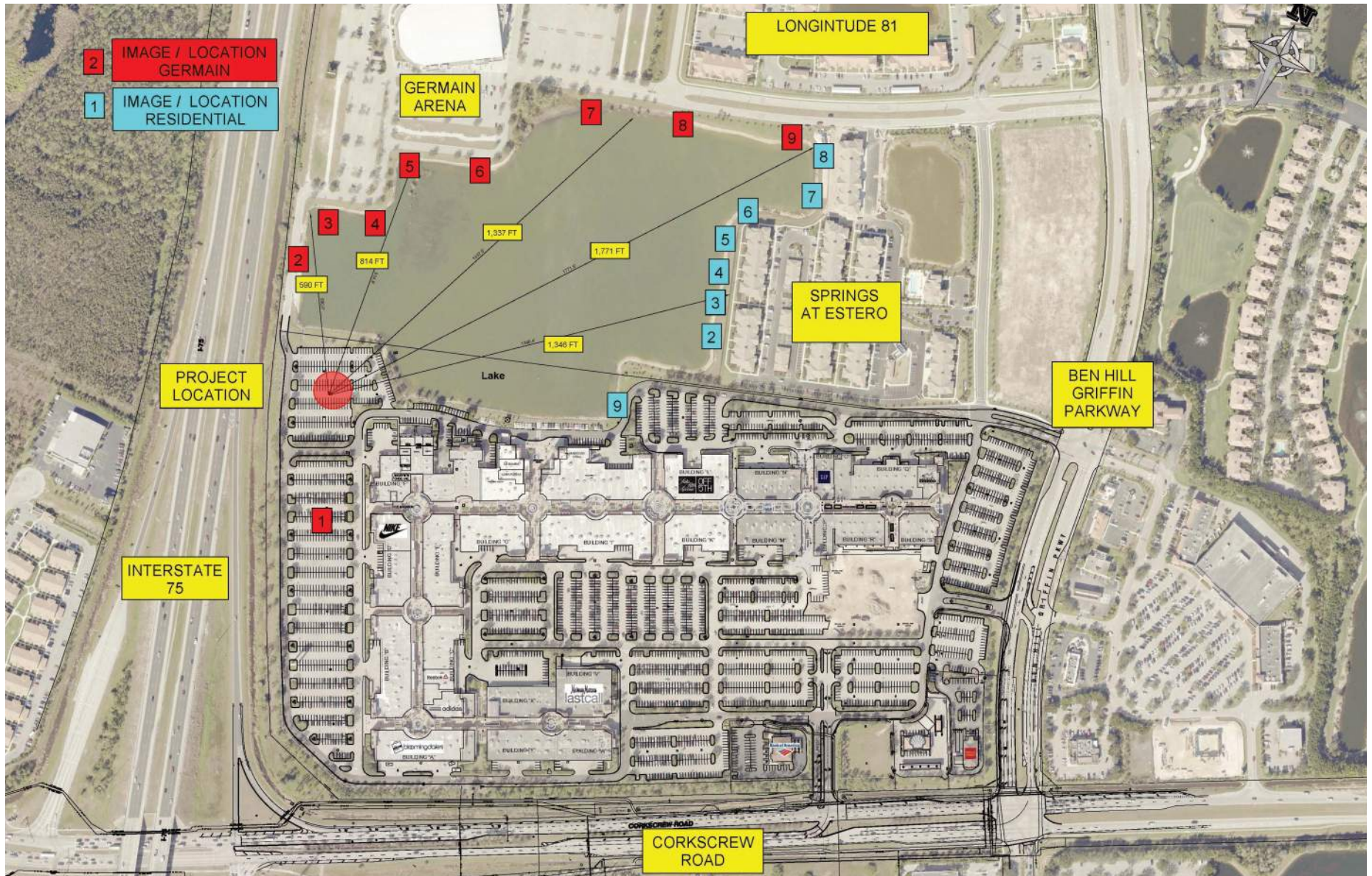
THESE DRAWINGS ARE NOT
 APPROVED UNLESS SIGNED
 AND SEALED BELOW:

CHARLES L. DRESB, P.E.
 FLORIDA PROFESSIONAL ENGINEER
 REGISTRATION #38563
 DATE

CAD FILE NAME	DRAWING NO.
EXHIBIT	EXHIBIT
PROJECT NO.	SHEET NO.
2018008	XX OF XX

MIROMAR HOTEL

MIROMAR OUTLETS VIEW EXHIBIT



MIROMAR OUTLETS VIEW EXHIBIT

Germain Location



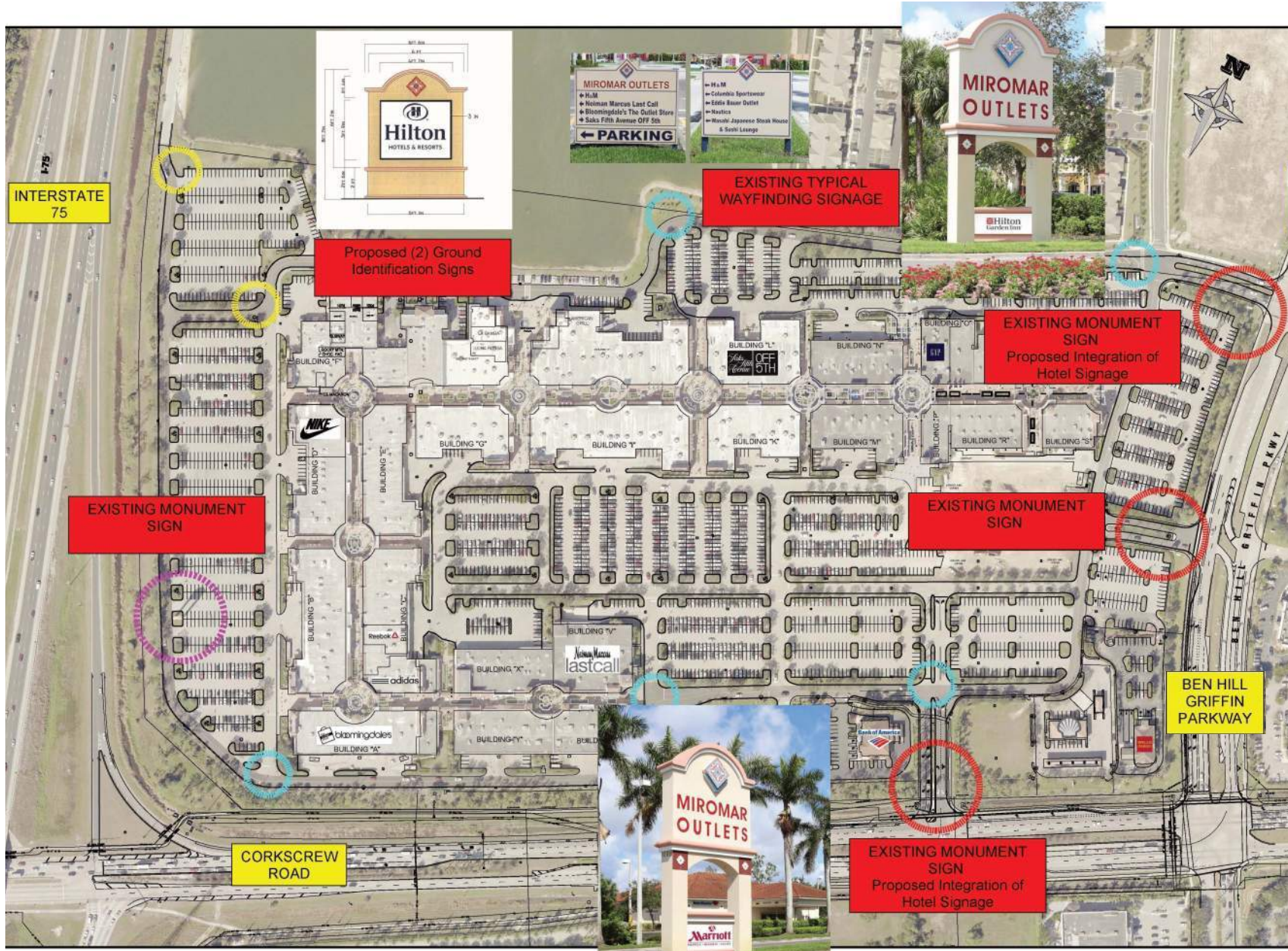
MIROMAR HOTEL

MIROMAR OUTLETS VIEW EXHIBIT

Residential Location



MIROMAR OUTLETS SIGNAGE EXHIBIT



MIROMAR HOTEL

PEDESTRIAN ACCESSIBILITY

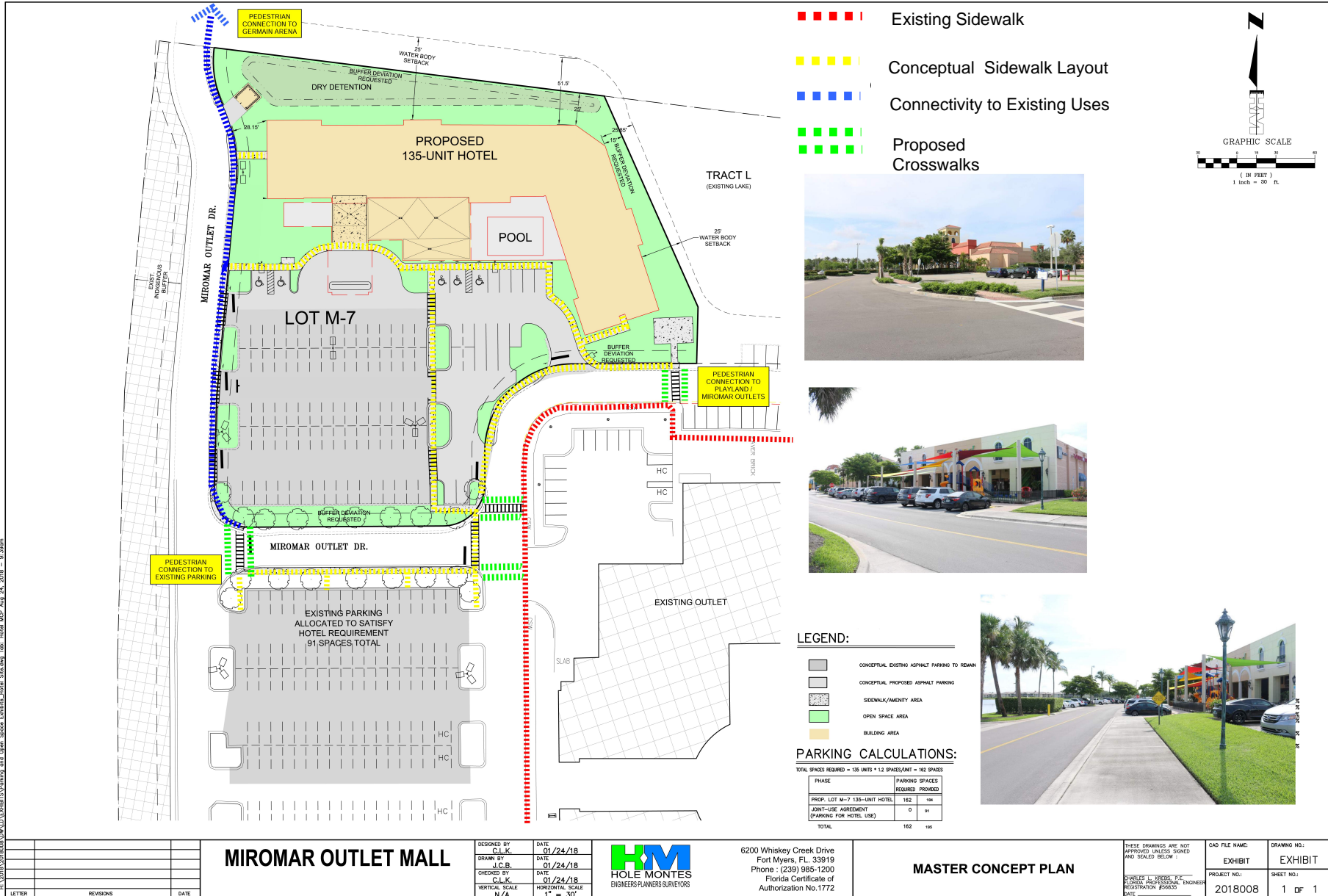
DESIGN GOALS

- Expand the existing sidewalk by connecting to proposed sidewalks.
- Create safe walkable connections from hotel > lake outlook > arena > mall > restaurants > bus transit > existing trails
- Continue design standards from existing sidewalks and median paths.
- Construct multi-use pathways that feature shade trees, benches, bike racks and other design elements that attract usage. Enable multi-modal transportation access within and between areas (Policy No. 19.4.2)

EXISTING SIDEWALK CONNECTIONS



INTERNAL CONNECTIVITY MAP



LETTER	REVISIONS	DATE

MIROMAR OUTLET MALL

DESIGNED BY C.L.K.	DATE 01/24/18
DRAWN BY J.C.B.	DATE 01/24/18
CHECKED BY C.L.K.	DATE 01/24/18
VERTICAL SCALE N/A	HORIZONTAL SCALE 1" = 30'



6200 Whiskey Creek Drive
Fort Myers, FL 33919
Phone: (239) 985-1200
Florida Certificate of
Authorization No.1772

MASTER CONCEPT PLAN

THESE DRAWINGS ARE NOT APPROVED UNLESS SIGNED AND SEALED BELOW

CHARLES L. KESSES, P.E.
FLORIDA PROFESSIONAL ENGINEER
REGISTRATION #56835
DATE

CAD FILE NAME:	DRAWING NO.:
EXHIBIT	EXHIBIT
PROJECT NO.:	SHEET NO.:
2018008	1 OF 1

MIROMAR HOTEL

ARCHITECTURAL DETAILS: HOTEL



PARTIAL ELEVATION*
*ALL ELEVATIONS TO BE OF EQUAL IMPORTANCE

ARCHITECTURAL DETAILS: HOTEL



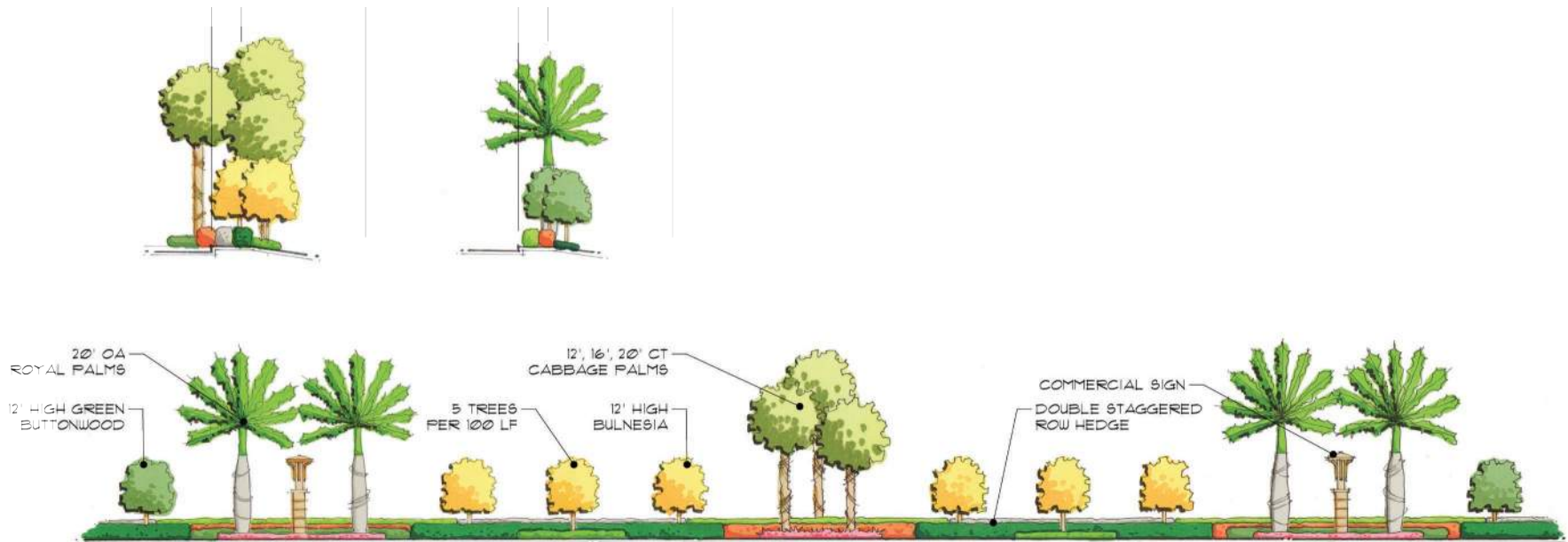
ARCHITECTURAL DETAILS: HOTEL



VEGETATIVE BUFFER

Vegetative buffers are areas of natural or established vegetation to enhance aesthetics along a major roadway (I-75).

Type D Buffer Along I-75 (Policy Sec.10-416)



LANDSCAPE CHARACTER

DESIGN GOALS

- Incorporate lush plantings of palms and ornamentals that landscape surrounding building
- Provide stately shade trees to be used in the parking lot medians to help lessen the heat island effect and create shade throughout the paved surfaces
- Incorporate layers of landscaping to reduce visual pollution to benefit surrounding properties and provide sound attenuation
- Use native plantings and Florida Friendly Landscaping to develop a sustainable site that meets Land Development Codes 10-416 - 10-421.



NATIVE PLANTS ARE ADAPTED TO LOCAL ENVIRONMENTAL CONDITIONS, THEY REQUIRE FAR LESS WATER, SAVING TIME, MONEY, AND PERHAPS THE MOST VALUABLE NATURAL RESOURCE, WATER. IN ADDITION TO PROVIDING VITAL HABITAT FOR BIRDS, MANY OTHER SPECIES OF WILD LIFE BENEFIT AS WELL. (NATIONAL AUDUBON SOCIETY)

PLANTING PLAN

Landscape Exhibit

 DENOTES NATIVE /FLORIDA FRIENDLY PLANT



JATROPHA



ORANGE GEIGER



SABAL PALM



ALUMINUM PICKET FENCE



PINK TABEBUIA



RIBBON PALM



YELLOW TABEBUIA



SHADY LADY OLIVE



ROYAL PALM



GREEN ISLE FICUS



HEDGE HIBISCUS



MUHLY GRASS



COONTIE



LANTANA

CONSULTANT TEAM

BOOTH DESIGN GROUP, *Landscape Architecture*



DELISI, INC., *Lands Use Planning & Water Policy*



MIROMAR HOTEL