

Via Coconut MPD

DCI2014-00023

Village of Estero Planning & Zoning Board

August 23, 2016

Project Team

- **Jeff Graef, President, Focus Development Group**
- **Steve Hartsell, Land Use Attorney, Pavese Law Firm**
- **Laura DeJohn, Principal Planner, Johnson Engineering, Inc.**
- **Bob Koch, Architect & Founder, Fugleberg Koch Architecture, Planning, Urban Design**
- **Dana Hume, Professional Engineer, Johnson Engineering, Inc.**
- **Jeff Nagle, Landscape Architect, Johnson Engineering, Inc.**
- **Ted Treesh, Transportation Engineer, TR Transportation Consultants**

Timeline

- **June 16, 2014: Courtesy presentation to Estero Community Planning Panel**
- Oct. 1, 2014: Application submitted
- Nov. 2014: Vote to incorporate Estero
- **Feb. 16, 2015: Estero Community Planning Panel presentation**
- **March 16, 2015: Estero Community Planning Panel follow up**
- April 15, 2015: Application Sufficient
- April 17, 2015: Estero adopts Zoning in Progress Resolution 2015-22 for Village Center
- **August 25, 2015: Public Info Meeting at Estero Planning Board**
- **April 19, 2016: Estero Planning Board Hearing**
- **May 17, 2016: Estero Planning Board (continuance)**
- **June 21, 2016: Estero Planning Board (continuance)**
- **June 28, 2016: Estero Design Review Board (vote to forward to Planning Board with recommendations to add details to Pattern Book)**
- **July 6, 2016: Village Council first reading Ordinance #2016-09**
- **July 13, 2016: Village Council (continuance)**
- **July 12, 2016: Estero Planning Board (continuance/delivery of Pattern Book with added details)**

Jeff Graef
President



FOCUS
DEVELOPMENT GROUP

Via Coconut
DCI2014-00023

Bob Koch
Founder





FUGLEBERG KOCH
ARCHITECTURE . PLANNING . URBAN DESIGN

Mixed Use Project Design



Stadium District
Lansing, MI

- 20 Condominium Units
- 30 Urban Apartments
- 25,000 sf Retail Space
- 11,000 sf Office Space
- Surface Parking
- Across from a Baseball Stadium

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Mixed Use Project Design



Las Ventanas
Boynton Beach, FL

- Two – 5 Story Buildings
- Two – 5 Story Internal Parking Garges
- Two – 3 Story Townhouse Buildings
- One – 2 Story Parking Garage
- 4,200 sf Clubhouse
- 6 carport Buildings
- 1,250 Maintenance Building
- Courtyards and Outdoor Green Space

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Mixed Use Project Design



UCF Knight's Plaza
Orlando, FL

- Four 7 Story Towers
- Phase 1 - 514 beds/ 200,933 sf
- Phase 2 - 514 beds/ 200,933 sf
- Phase 3 - 442 beds/ 224,385 sf
- Phase 3 includes a Retail Component
- Phase 4 - 514 beds/ 200,933 sf
- Retail Bldg 1 - 23,728 sf
- Retail Bldg 2 - 17,429 sf
- Retail Bldg 3 - 11,289 sf

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Mixed Use Project Design



City View
Orlando, FL

- 270 Units
- 9 Story Residential Building
- 1,000 Car Parking Garage
- 250,000 sf Commercial Space
- Pool and Courtyard Space
- Gated Building

Via Coconut
DCI2014-00023



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ARCHITECTURE . PLANNING . URBAN DESIGN

Mixed Use Project Design



Park Lane
Gainesville, FL

- Ground Level Retail
- 2nd-3rd Level Residential
- Pedestrian Walkways that Surround the Lake
- Courtyards and Outdoor Green Space

Via Coconut
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Mixed Use Project Design



Market Square
Indianapolis, IN

- 142 Units
- 2 Residential Buildings
- Urban Infill Mixed Use Project
- Attached Parking Garage
- 43,344 sf Commercial/Retail Space
- Courtyards Space

Via Coconut
DCI2014-00023



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ARCHITECTURE . PLANNING . URBAN DESIGN

Mixed Use Project Design



Las Terrazas
Arizona

- 300 Units
- 2 Residential Buildings
- Urban Infill Mixed Use Project
- Courtyards and Outdoor Green Space

Via Coconut
DCI2014-00023



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ARCHITECTURE . PLANNING . URBAN DESIGN

Mixed Use Project Design



Hampton Park
Orlando, FL

- Mixed Use Community
- Senior Housing
- Office Building
- Single Family Homes
- Community Clubhouse

Via Coconut
DCI2014-00023



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ARCHITECTURE . PLANNING . URBAN DESIGN

Mixed Use Project Design



Colonnade at Rocktown
Harrisonburg, VA

- 66 Units Total
- Mixed Use Building
- Retail & Office on Ground Floor
- Surface Parking

Via Coconut
DCI2014-00023



FUGLEBERG KOCH
ARCHITECTURE . PLANNING . URBAN DESIGN

Mixed Use Project Design



Wilsondale
Hampton, VA

- 210 Units
- 10,286 sf Mixed Use
- 10.9 Acres
- 10 Residential Buildings
- 3 Story Design
- Pool and Maintenance Building
- Courtyards and Outdoor Green Space

Via Coconut
DCI2014-00023



FUGLEBERG KOCH

ARCHITECTURE . PLANNING . URBAN DESIGN

Mixed Use Project Design



Providence Point
Louisville, KY

- 19 Acres
- 175,250 sf Total Commercial/ Retail Space
- 8 Residential Buildings
- 1 Restaurant & Retail Building
- Commercial Headquarters Building
- Courtyards and Outdoor Green Space

Via Coconut
DCI2014-00023

Location

- 19.31- acre site
- Southwest corner
Corkscrew Road
and Via Coconut
Point
- Village Center proximity to
variety of destinations,
facilities, parks, and
infrastructure
- Unique configuration of site:
 - 0.5 mile north-south and
average 330' wide (140' at
narrowest and 520'
at widest)
 - Curve of Via Coconut
Point along east
 - Railroad right-of-way
and Happy Hollow Lane
residences to the west

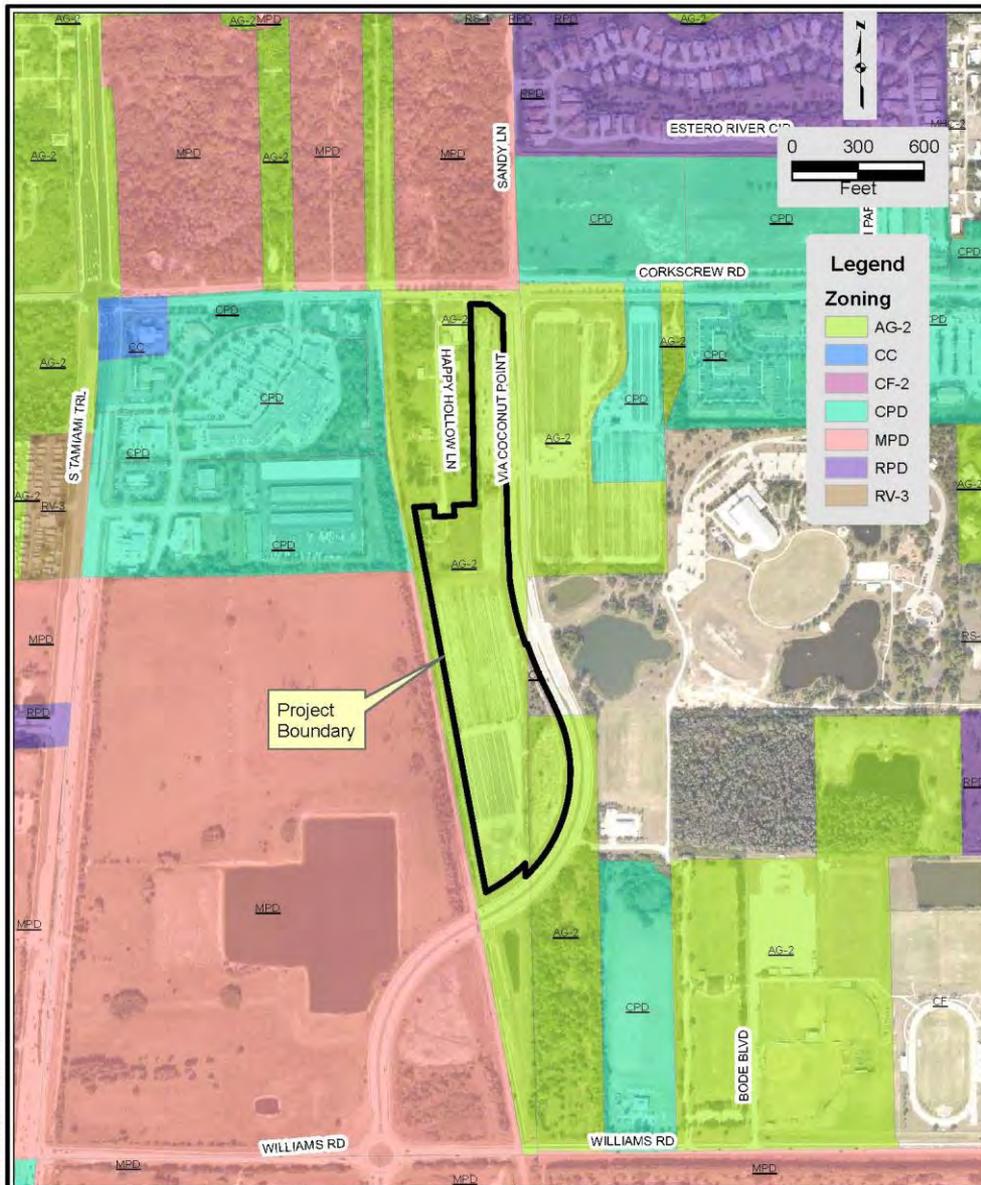


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ENGINEERING

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PHONE (239) 334-0046
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E.B. #642 & L.B. #642

Focus Development Group - Via Coconut
Aerial Map

DATE	PROJECT	FILE NO.	SCALE	SHEET
07/11/2014	20149788-000	33-46-25 34-46-25	AS SHOWN	1



Zoning Map

- AG-2
(Agricultural)
- CF
(Community Facilities)
remnant from old Sandy Lane alignment

NOTE: Aerial shown is from Lee County dated Jan 2014.
Zoning data taken from Lee County GIS datasets dated Dec 2013.

JOHNSON ENGINEERING

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Via Coconut MPD Zoning Map

DATE	PROJECT	FILE NO.	SCALE	SHEET
July 2014	20149788	00-00-00	As Shown	1

**Via Coconut
DCI2014-00023**

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Via Coconut Development & Design Approach

- Void in the Estero market identified by Peloton Report (2013)
 - Shortage of multifamily property
 - Need for variety of housing types given the preponderance of gated single family home communities
 - Lack of rental inventory for millennials, residents new to the area, and empty nesters

Via Coconut Development: FILLS THE VOID IDENTIFIED BY THE MARKET EXPERTS WITH AN INNOVATIVE MIXED USE PROJECT FEATURING MULTIFAMILY AND NEIGHBORHOOD COMMERCIAL USES IN PROXIMITY TO DESTINATIONS OF EMPLOYMENT, SHOPPING, AND RECREATION.

Via Coconut Development & Design Approach

- More than 55% of **FGCU Alumni** stay in Southwest Florida
- The growth of FGCU continues, and the **pool of skilled and highly educated employees will continue to grow.**
- According to an economic impact study conducted by Florida Gulf Coast University, Lee County can expect the creation of **700 new jobs by Hertz alone over a five year period.** During this time, **another 1,000 new jobs will be created** and an annual economic impact, upon project completion, is forecasted to be \$190.2 million as a result. Even though the **study only covers 2013 to 2017, the economic benefits are projected to continue well past 2017.**
- Between 2000 and 2006, **Estero added 14,000 homes – mostly for retirees aged 60 to 65.** Today they are in their 70's and many are looking for **smaller quarters in or near the community.** Several developers are looking to meet this demand with **high density residential condos and apartments near the village center.** (Source: Andrew Falde Report for ECCL)

Via Coconut Development: FILLS THE VOID IDENTIFIED BY THE MARKET EXPERTS WITH AN INNOVATIVE MIXED USE PROJECT FEATURING MULTIFAMILY AND NEIGHBORHOOD COMMERCIAL USES IN PROXIMITY TO DESTINATIONS OF EMPLOYMENT, SHOPPING, AND RECREATION.

Via Coconut Development & Design Approach

- Lee Health Village occupying Village Center South

**Via Coconut Development:
FILLS THE VOID IDENTIFIED BY
THE MARKET EXPERTS and LEE
MEMORIAL HEALTH SYSTEM
WITH AN INNOVATIVE MIXED
USE PROJECT FEATURING
MULTIFAMILY AND
NEIGHBORHOOD
COMMERCIAL USES IN
PROXIMITY TO DESTINATIONS
OF EMPLOYMENT, SHOPPING,
AND RECREATION.**

LEE MEMORIAL HEALTH SYSTEM

www.LeeMemorial.org

June 16, 2016

Mayor Nick Batos
Vice Mayor Howard Levitan
Councilman Bill Ribble
Councilman Donald Brown
Councilwoman Katy Errington
Councilman Jim Boesch
Councilman Jim Wilson
Steven Sarkozy, Village Manager

Village of Estero
9401 Corkscrew Palms Circle
Estero, FL 33928

RE: [Via Coconut MPD \(Estero PD\) Support for variety of housing options in Village Center](#)

Dear Mayor and Village Council,

As a health care provider and employer, Lee Memorial Health System (LMHS) strongly supports a Village Center in Estero that promotes a variety of businesses and neighborhoods, and that encourages healthy lifestyles with convenient opportunities to be physically active, walk and bicycle.

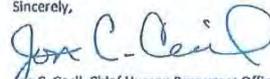
LMHS is a top employer in Lee County with approximately 12,600 employees. Our recent experiences in recruiting and retaining key personnel has revealed that individuals who are relocating from out of the area, specifically candidates for our residency programs, are severely challenged by the limited variety and availability of housing options, particularly rental housing.

As we plan for development and staffing of the Health Village campus at the south end of Estero's Village Center, our organization faces challenges of recruiting and retaining critical employees.

LMHS strongly support projects that bring needed living opportunities within the Village Center such as the multifamily development proposed at the Via Coconut MPD (Estero PD). We support the Village's efforts to foster a live-work-play Village Center environment with opportunities for our citizenry to engage in an active, healthy lifestyle.

We share your vision of Estero as a dynamic attractive community with greater choices for all consumers. Working together, we can provide for the needs of a multi-generational community that will continue to succeed and prosper.

Sincerely,



Jon C. Cecll, Chief Human Resources Officer
LEE MEMORIAL HEALTH SYSTEM

cc: Dave Kistel, LMHS VP Facility Management
Sally Jackson, LMHS System Director Government & Community Relations
Mary Briggs, LMHS System Director Media Relations
Suzanne Bradach, System Director Special Projects

LEE MEMORIAL HEALTH SYSTEM BOARD OF DIRECTORS

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Staff Report Attachment N

10 trends that may affect real estate in Southwest Florida

June 10, 2016

June Fletcher, Naples Daily News 2:51 p.m. EDT June 10, 2016

James Lee, chairman of The Counselors of Real Estate, an invitation-only professional association of real estate advisers based in Chicago. Speaking at the annual National Association of Real Estate Editors conference, Lee outlined 10 trends CRE expects will affect real estate across the country over the coming year:

3. Shifting demographics Boomers and millennials make up more than half of the country's population and in some places are competing for housing in the same walkable places with access to entertainment and amenities, like the Mercato.

Because boomers took a financial hit during the recession, and millennials are still trying to gain a foothold in the market, both groups are showing a strong demand for rental housing. And since rents have been growing, they are becoming increasingly willing to accept smaller apartments if there are large communal spaces and plentiful amenities.

Via Coconut Development & Design Approach

- Principles of site design driven by Village Center Planning efforts that commenced in 2013, culminating in 2015 Planning Initiative Report & Village's Zoning in Progress Resolution for the Village Center Area.
 - Compact, walkable, transit supportive, mixed use development with an emphasis on employment, housing, recreation and civic

Via Coconut Development: CONCENTRATES RESIDENTIAL DENSITY AND NEIGHBORHOOD COMMERCIAL USES WITHIN HORIZONTALLY AND VERTICALLY MIXED USE PATTERN WITH FOCAL POINT OF A PUBLIC OPEN SPACE, BUILDINGS ORIENTED TOWARD THE STREET, ENHANCED STREETSAPES, CONNECTING ROAD WITH A FULLY INTEGRATED PEDESTRIAN NETWORK CONNECTING ALL POINTS ON AND OFF THE SITE.

Request for Rezoning

Rezone ±19.31 acres from AG-2 and CF-2 to Mixed Use Planned Development, MPD, (to be called an Estero Planned Development under Tier 3) in the Proposed Village Center Area identified in the comprehensive plan amendment transmitted to the Florida DEO for review) to allow:

- Maximum 297 dwelling units
- Density of 15.38 units per acre calculated on 19.31 acres
- Maximum 30,000 square feet of non-residential, commercial and/or retail space.
- Maximum height: 3 stories/45 feet

Comprehensive Plan Consistency

Staff Report page 7

POLICY 1.1.12: The Village Center Area lies near US 41 in the heart of the Village of Estero. This area includes housing, employment, shopping, recreation, park and civic uses and can accommodate additional development in walkable mixed-use patterns. Uses and densities must meet the standards for the Village Center land use category as described in Objective 19.8 and the policies thereunder.

- **Definition of mixed use pattern per Comprehensive Plan**
MIXED-USE PATTERN - A physical pattern where streets form an interconnected network within and surrounding various parcels in an overall development area, neighborhood, or group of interconnected neighborhoods. A variety of methods to subdivide such areas and neighborhoods may be utilized to develop individual buildings that can accommodate a variety of complementary land uses and building types.

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7

POLICY 19.8.2: The Village will create a new planned development zoning district in the Land Development Code (the "Estero Planned Development Zoning Central Planning District") to help implement these policies. This zoning district will contain tiered standards that apply to the Village Center Area and may include sub-districts which may have specific policies applying therein. Rezoning to the new planned development zoning district must be sought to take advantage of the new tiered standards and densities with respect to specific development tracts. The Village's intention is to use this new zoning district whenever increases in density and intensity are requested in the Village Center Area (as such term is defined in the LDC).

- **This Policy is directed at the Village to create a District containing Tiered standards. The applicant complies with seeking rezoning for increased density and intensity, consistent with the Village's intention.**

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

Goal 19 – Estero Community Plan

- Project is consistent with the objectives for walkable, mixed use centers
- Interconnection opportunities with adjacent commercial uses provided internally and externally for vehicles, bikes, pedestrians
- Design supports Estero Community Park as a hub. Park space is also integrated into the project.
- Variety of housing types and forms

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

Policy 19.1.3: Establish and implement development incentives that:

- a. Promote mixed use patterns in targeted areas, especially those designated Village Center..

Objective 19.3: Residential neighborhoods: diverse, well designed, and well-connected residential neighborhoods, and provide for multigenerational community by supporting a variety of housing types and neighborhood forms.

Policy 19.3.1: Support and enhance Estero's residential character as a harmonious place with beauty, spaciousness, and a diversity of high-quality residential and commercial development...

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

OBJECTIVE 19.8: VILLAGE CENTER. Improve the quality of life for Estero's residents and visitors by providing additional housing and neighborhood types and more diverse economic activity in the heart of Estero.

POLICY 19.8.1: This comprehensive plan includes a Village Center category on the future land use map (also referred to as the "Village Center Area") which encourages higher densities and intensities of housing, employment, shopping, recreation, park and civic uses in a series of interconnected neighborhoods and mixed use areas. ...the Village of Estero encourages land to be developed or redeveloped with a greater mix of uses and higher densities when placed in walkable mixed-use patterns.

- **Definition of mixed use pattern per Comprehensive Plan**

MIXED-USE PATTERN - A physical pattern where streets form an interconnected network within and surrounding various parcels in an overall development area, neighborhood, or group of interconnected neighborhoods. A variety of methods to subdivide such areas and neighborhoods may be utilized to develop individual buildings that can accommodate a variety of complementary land uses and building types.

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

Policy 19.8.3. ...guidelines may consider designating locations where different building form standards apply, the relationship of buildings to the public space, public standards for such elements in the public space as sidewalks, travel lanes, on-street parking, street trees, street furniture, and other aspects of the urban built environment that may be applicable to foster interconnection, social vitality and walkability in the Village Center Area. The Land Development Code provisions may also consider other alternative types of reasonable guidelines that may accomplish such goals in a different or complementary manner.

Relates to **LDC 33-502**, Visual Edge

(g) The Visual Edge. The sidewalks, setbacks, building facades and other characteristics of the visual edge of a publicly accessible street are also important features under the standards for the Estero PD district. The height of the buildings, setbacks and projections define the enclosure of the street. The maximum width and height of buildings define a building's mass, while the architectural features of the building, especially the interrelationship of the design and the public space, will ultimately determine the social vitality of the street. So too are the characteristics of built form and landscape design, which are deemed to be mutually dependent.

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

Policy 19.8.5. The land development code will provide standards for four levels of development in the Village Center area...

Implemented through **LDC 33-504**, Tiers

(a) This division provides standards for four levels of development that will contribute to a walkable mixed-use environment in the Village Center Area:
...Tier 2 accommodates residential neighborhoods with higher densities than Tier 1 and a potential for a greater variety of housing types, as well as mixed-use neighborhoods with a higher level of non-residential uses, and, in each case, greater connectivity than Tier 1.

...Tier 3 accommodates mixed-use neighborhoods with similar attributes as Tier 2 but with potentially higher densities and a higher level of non-residential uses as well.

LDC 33-504, Tiers	Development Characteristics
<p>Tier 2 accommodates <u>residential neighborhoods</u> with higher densities than Tier 1 and a potential for <u>a greater variety of housing types</u></p> <p>as well as mixed-use neighborhoods with a higher level of non-residential uses,</p> <p>and, in each case, greater connectivity than Tier 1.</p>	<p>Genova approved as Tier 2 project (Ord. 2016-08) Multifamily residential project – 12.1 units per acre</p> <p>Singular housing type</p> <p>Mix of uses accomplished by a condition to provide in condominium documents and construction design the ability to use the liner buildings along Via Coconut Road for professional offices if Via Coconut Road becomes a local road and onstreet parking is available.</p> <p>Connectivity: Vacation of two rights-of-ways; deviation from connecting street requirement of the adopted Framework Plan to allow private gated street with gate 85’ from Via Coconut Point</p>
<p>Tier 3 accommodates <u>mixed-use neighborhoods with similar attributes as Tier 2</u> but with <u>potentially higher densities</u></p> <p><u>and a higher level of non-residential uses</u> as well.</p>	<p>Via Coconut proposed as Tier 3 project</p> <p>Mixed use neighborhood with similar attributes as Tier 2 but higher density accomplished with mix of residential and 30,000 square feet of commercial/non residential space in horizontal and vertical mixed used use pattern of interconnected streets & sidewalks.</p> <p>Residential with 30,000 s.f. commercial integrated vertically and horizontally is higher level of mix than condo doc provision.</p> <p>Connectivity: Publicly accessible street per Framework Plan</p>

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

OBJECTIVE 19.6. Public Spaces, Parks, and Recreation Facilities.

Policy 19.6.1: Promote the development of a variety of public spaces, park, and recreational facilities within Estero by collaborating with... private developers ...on the development of active and passive public resources and facilities.

Policy 19.6.2: Expand the use, variety, and type of public spaces, ... by collaborating with private developments to provide linkages, access, public parks, public space, and recreational amenities through the use of incentives, LDC requirements, and other development tools.

Policy 19.6.3: Promote Estero Community Park as a hub for the entire community. Improve the park's integration with the community by improving the existing connections between the park and Estero and by constructing the originally planned westerly entrance onto Via Coconut Point.

Policy 19.6.4: Encourage the use of park areas to link neighborhoods, commercial and mixed-use centers, and other open space and recreational facilities through an integrated system of bike, pedestrian, and roadways connections.

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

OBJECTIVE 19.2: MIXED-USE CENTERS AND ECONOMIC AREAS. Promote Estero's quality of life and diverse local economy by fostering the development of mixed-use centers and targeted economic areas, as a preference over the development of strip commercial centers. The aim of the mixed-use centers is to provide Estero with central gathering places for Estero's residents, business people, and visitors.

POLICY 19.2.1: Where feasible, provide for the development of walkable mixed-use centers and economic areas featuring diverse housing options.

- Support the development of a village center to unify the community;
- Improve the connectivity between Estero's residential neighborhoods, economic areas, civic uses, and park and recreational facilities;
- Expand multi-modal transportation options through improved pedestrian access, bikeways, transit service, and rail opportunities;
- Provide ample and varied public gathering places, including, without limitation, parks, plazas, sidewalks, benches, restaurants shops, civic spaces, green spaces community recreation centers and other recreational facilities;
- Maintain a unified and consistent aesthetic/visual quality in landscaping, architecture, lighting, and signage in all commercial and mixed-use developments; and
- Promote and incentivize private investment within mixed-use centers and economic areas.



American Planning Association
Making Great Communities Happen

Policy Guide on Smart Growth

The American Planning Association supports the development of mixed use, mixed income livable communities where people choose to live, work, and play because they are attractive and economical options rather than forced decisions.

Mixed-use development is not limited to vertical mixed-use structures; locating parks, neighborhood retail and services, schools, and housing all within walking distance is another way to create a mixed-use community.

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

POLICY 19.2.5 identifies detrimental uses prohibited within Estero.

- The proposed schedule of uses contain minor commercial uses that are not detrimental uses, consistent with this policy.

POLICY 19.2.6 encourages interconnection between commercial uses and adjoining commercial uses...

- Accomplished with a connecting street and two other proposed potential interconnections to the west

...and encourages interconnection between residential uses to connect to commercial uses with sidewalks and bike paths

- Accomplished with connections throughout the site, displayed on the Bicycle/Pedestrian Network diagram (page 6 of Pattern Book)

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

Goal 39: Higher density project traffic should not travel through less intense areas such as single family areas

- Accomplished with buffer and wall provided for adjacent single family homes along Happy Hollow Lane
- Traffic from higher intensity commercial uses should not travel through less intense multi family. Vehicle gates are proposed to control traffic, while sidewalks are proposed to promote and provide for convenient pedestrian access.

Objective 61.3 and supporting policies related to Surface Water Management Standards.

Housing Policy 135.1.9 and **Economic Policy 158.1.9:** Variety of housing types, designs, densities

Housing Policy 135.9.7: Concentrate residential development in urban areas

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

- **Objective 2.1, Objective 2.2, Policy 2.2.1**

New growth is to be located where adequate facilities exist and compact and contiguous development patterns can be created. Rezoning are to be evaluated as to the availability and proximity of roads, sewer, water, community facilities, schools, EMS, fire, police, and compatibility with surrounding land uses.

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

- **Policy 5.1.3:** High density residential development should be directed to locations that are near employment and shopping centers; are close to parks and schools; and are accessible to mass transit and bicycle facilities.
 - Within 0.5 miles of the Hertz employment center and 2 miles of the future Lee Memorial Health System medical center
 - Within 1 mile of the Coconut Point Mall regional shopping center
 - Across Via Coconut Point from the Estero Community Park, the proposed K-8 Athenian Charter Academy, and within 2 miles of Estero High School
 - Served by sidewalks, and 8' sidewalks are proposed to serve east-west connecting street
 - Within 0.5 miles of mass transit services and 0.75 miles of the paratransit service area
 - Bike lanes along Via Coconut Point

Comprehensive Plan Consistency

(Transitional Comprehensive Plan)

Staff Report page 7 – does not address:

Policy 6.1.2: Commercial development is to be located so that minor commercial uses are established on or near an intersection of collector and arterial roads.

- Minor commercial uses are proposed.

Goal 11: ensure that appropriate water, sewer, traffic, and environmental review standards are considered in reviewing rezoning applications.

- Adequacy of infrastructure demonstrated with application.

Land Development Code Compliance

- Chapter 33 was amended to create Estero Planned Development District zoning category and corresponding Framework Plan for interconnecting streets for the Village Center
- Higher Densities allowed, mix of uses encouraged, public benefits valued to create a “Village Center” area on 522 acres in Estero
- Tier 3 - greater mix of uses and up to 15 units per acre with maximum of 20 units per acre through incentive density

(Request: 15.38 units per acre)



Land Development Code Compliance (Ord. 2016-07)

Sec. 33-504. - Tiers.

(a) This division provides standards for four levels of development that will contribute to a walkable mixed-use environment in the Village Center Area:

(1) **Tier 1** accommodates residential neighborhoods and incidental commercial use with a minimum network of connecting streets for the general public and residents to move by car, bike, and on foot.

(2) **Tier 2** accommodates residential neighborhoods with higher densities than Tier 1 and a potential for a greater variety of housing types, as well as mixed-use neighborhoods with a higher level of non-residential uses, and, in each case, greater connectivity than Tier 1.

(3) **Tier 3** accommodates mixed-use neighborhoods with similar attributes as Tier 2 but with potentially higher densities and a higher level of non-residential uses as well.

(4) **Tier 4** allows an entire development tract to be planned as a compact community, as provided in Chapter 32.

Land Development Code Compliance

Code	Staff Report
33-504: Tier 3 accommodates mixed-use neighborhoods with similar attributes as Tier 2 but with potentially higher densities and a higher level of non-residential uses as well.	“The overarching intent of Tier 3 is to promote more thoughtfully designed developments that achieve an increasingly complex urban character.” (page 8, Purpose and intent)
33-512(d) Tiers 2 and 3. Visual edges along connecting streets in more intense areas take on increasing importance because more activity takes place outside of vehicles.	
33-515(a) Greater mix of uses. (1) Tier 3 accommodates mixed-use neighborhoods with similar attributes as Tier 2 but with a minimum requirement for commercial uses. Development plans must include sufficient commercial floor area to occupy at least the first floors of all buildings that have frontage on at least one primary public gathering place pursuant to subsection 33-515 (b). (4) There are no maximum floor area limitations for non-residential or commercial uses for Tier 3 development parcels.	“Tier 3 envisions an urban level of development featuring extensive pedestrian --- rather than chiefly vehicular --- activity, with a preponderance of vertical mixed use as observed in an urban form, rather than a linear mix of uses found in more suburban areas.” (page 9, Analysis)

Land Development Code Compliance

Staff Report

“The proposed development shows no relationship between the single-use commercial buildings and the remaining development, resulting in a collection of uses that cannot be considered **complementary to one another** or grouped together in **cohesive neighboring buildings with limited separation, unified form** and **strong pedestrian interconnections** to create a seamless appearance.” (page 9, Analysis)



LEGEND

-  PUBLIC MAIN PATH
-  INTERIOR PUBLIC CIRCULATION
-  RESIDENTIAL CIRCULATION

Complementary uses are defined in Comprehensive Plan as the opposite of conflicting uses, for example industrial uses or commercial uses that have features near residential uses which could negatively impact the quality of life or interfere with the quiet enjoyment of such residential uses.

Minor commercial uses (no detrimental uses) are proposed, meeting this definition of complementary uses.

Land Development Code Compliance

Land Development Code

Section 33-502(f): Rather than to specify a particular grid of lots and blocks, which may differ within the Tiers, **variations in the size and dimensions of lots and blocks are permitted so long as the overall objectives for connectivity and walkability are achieved on a performance-based standard.** However lots or blocks may be ultimately designed, the sides may form a part of the public space and will be defined by the types and varieties of streets that surround them.

Staff Report

“As currently designed, the subject development reads as three distinct portions; the single use commercial buildings, the mixed use center and the single use apartment buildings... The applicant has failed to provide a nexus between the three portions, making the development incoherent and disjointed.” (page 9, Analysis)

- Master planned mixed use developments are typically planned with distinct “portions” that are interconnected within an overall project and the surrounding community.

This is a planning principle supported by the APA, the Land Development Code, evidenced in the *Urban Land Institute Mixed Use Development Handbook*, and in local examples of Coconut Point and Mercato.



ULI Mixed Use Development Handbook: Phillips Place with 129,394 s.f. retail, 402 residential units, 790 parking spaces on 35 acres

Land Development Code Compliance

Code	Staff Report
<p>Section 33-502(g): The Visual Edge. The sidewalks, setbacks, building facades and other characteristics of the visual edge of a publicly accessible street are also important features under the standards for the Estero PD district.</p>	<p>“Pedestrian activity primarily occurs along Via Coconut Point... The development... provides no pedestrian experience” (page 9, Analysis)</p> <p><i>*Staff overlooked the dedication of 8’ sidewalks adjacent to 8’ wide pedestrian arcade provided along a publicly accessible connecting street serving as a gathering place and mixed use node. Refer to Bicycle/Pedestrian Network diagram (page 6 of Pattern Book)</i></p>
<p>(d) In Tier 2 and Tier 3, blocks are encouraged to be subdivided with rear lanes or alleys to provide access to parking, service areas, and utilities.</p>	<p>“Overall, the site plan emphasizes vehicular networks over pedestrian networks. The development is dominated by surface parking lots in a typical suburban layout...” (page 9, Analysis)</p>

Land Development Code Compliance

Staff Report

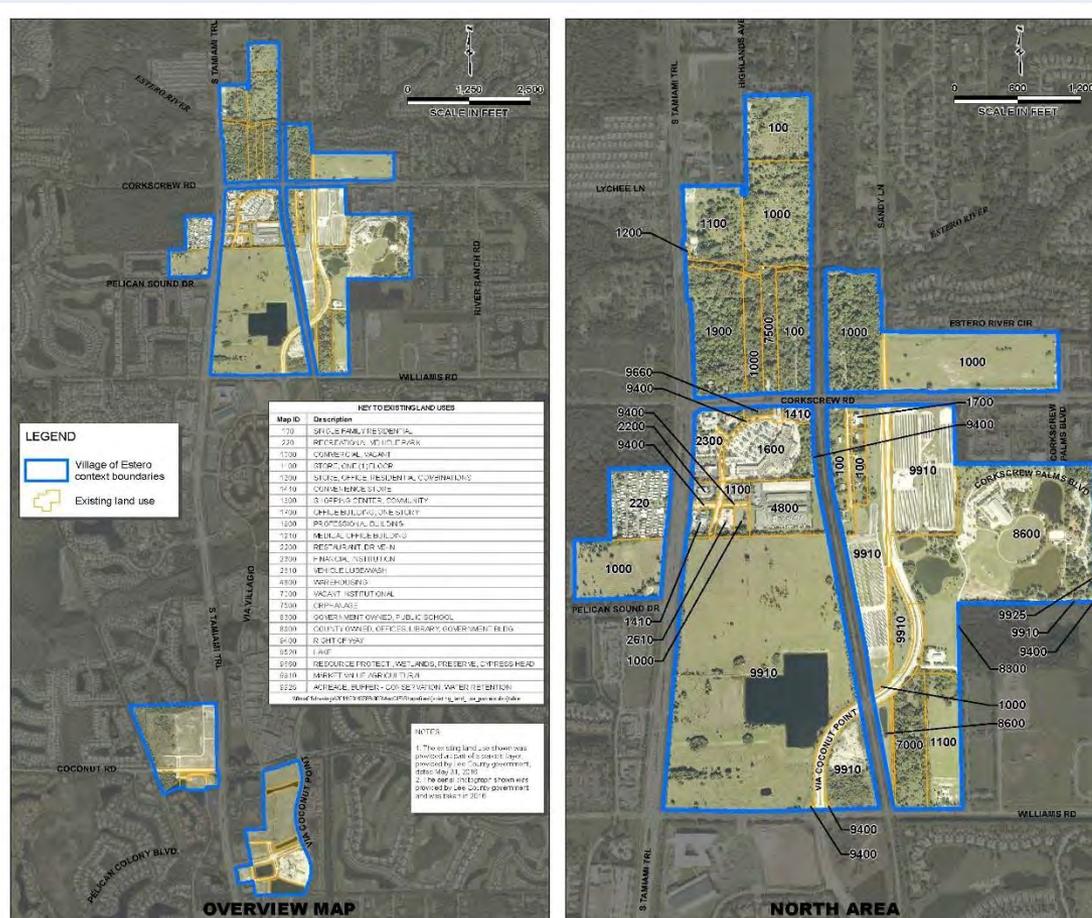
“The proposed Via Coconut development is neither **unique nor unified with its surrounding development.**” (page 9, Analysis)

- Recent ECCL Overview of approved and pending multifamily projects cited 7 other projects in Estero:
 - Springs at Estero
 - Courtyards at Estero
 - Estero Oaks
 - Springs
 - Estero Crossing
 - The Reef
 - 13th Floor Apartments
 - Others in the market: Genova, Mirasol, Emerson Village, Orchid Run (Naples)
- **Uniqueness** of Via Coconut:
 - ONLY opportunity for multifamily rental housing type in the Village Center
 - ONLY project with horizontal or vertical mix of use (both)
 - ONLY project creating a publicly accessible connecting street
 - ONLY project creating a publicly accessible open space/gathering place
 - ONLY project with building entrances oriented to public sidewalks contributing to a pedestrian-oriented walkable environment

Land Development Code Compliance

Staff Report

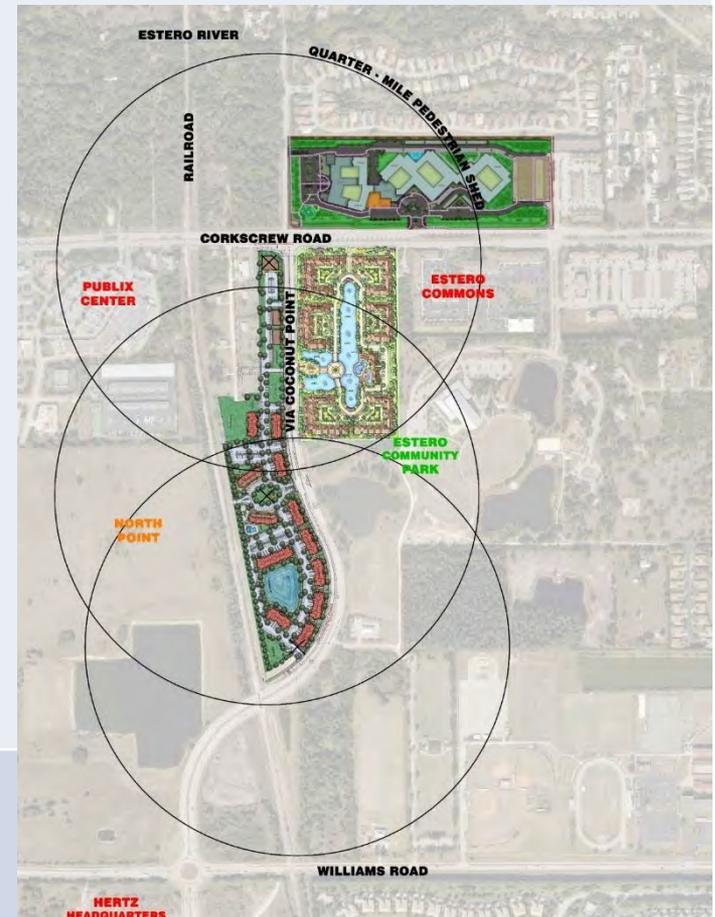
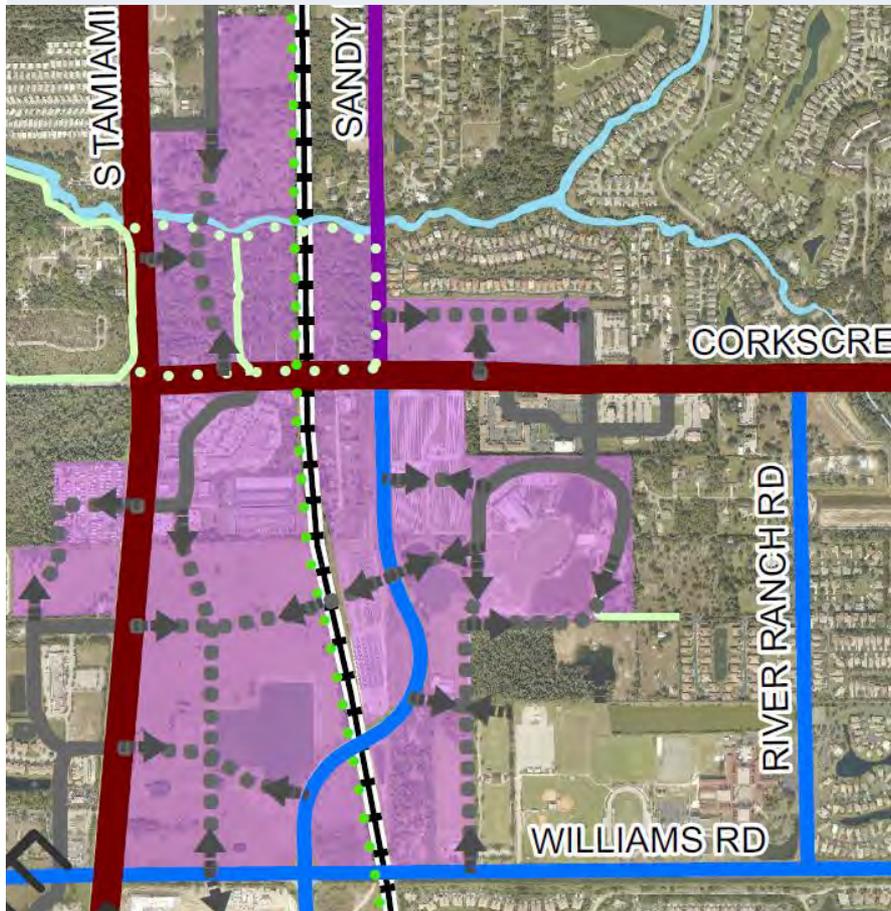
“The proposed Via Coconut development is neither **unique nor unified with its surrounding development.**” (page 9, Analysis)



Land Development Code Compliance

Staff Report

“The proposed Via Coconut development is neither **unique nor unified with its surrounding development.**” (page 9, Analysis)



Land Development Code Compliance

“Third Place” / Gathering Place

Code (Section 33-515[b])	Staff Report
<p><i>At least one primary, publicly accessible gathering space must be provided in Tier 3</i> in the form of a thoughtfully planned and designed open space that can function as a "third place" for the Village to help create social vitality in the Village Center Area.</p>	<p>“the <i>emphasis</i> of a Tier 3 development is focused on quality public spaces and developing ‘third places’”. (page 8, Purpose and intent, bold italics added for emphasis)</p>
<p>Gathering places <i>allow</i> the general public to congregate; examples include, without limitation: outdoor spaces such as parks, plazas, and farmers markets</p>	<p>“Third places are social environments outside of home and work that <i>promote</i> interaction, gathering, and public engagement.” (page 8, Purpose and intent, bold italics added for emphasis)</p>
<p>This gathering place must be attractive, visible and <i>easily accessible from a connecting street and must be clearly located and designed for the larger public benefit</i> not just for the benefit of the occupants of the development within which it is located.</p>	<p>“Successful third places are designed with intentionality.” (page 8, Purpose and intent) “The Village Green is located mid-block, substantially set back from the primary road... The location of these Village Green buildings makes it questionable that the commercial spaces will be successful.” (page 10, Analysis)</p>

Land Development Code Compliance

“Third Place” / Gathering Place

Code (Section 33-515[b])	Staff Report
<p>This gathering place must be attractive, visible and easily accessible from a connecting street and must be clearly located and designed for the larger public benefit not just for the benefit of the occupants of the development within which it is located.</p>	<p>“As designed, the open space does not create as substantial attraction, and the location... does not lend itself to... sitting and relaxing. It appears unlikely that this space will be frequently used by residents, let alone serve as an attractive open space for visitors.” (page 10, Analysis)</p>
<p>The visual edges of the space must be at least partially enclosed by buildings with at least the ground floors designed for commercial uses such as restaurants, bakeries, cafes, fitness studios, and other businesses that promote public gathering and social vitality.</p>	



St. Armand's Circle, Sarasota



Land Development Code Compliance

“Third Place” / Gathering Place

Code (Section 33-515[b])

This gathering place must be attractive, visible and easily accessible from a connecting street and must be clearly **located and designed for the larger public benefit** not just for the benefit of the occupants of the development within which it is located.

Staff Report

“As designed, the open space does not create as substantial attraction, and the location... does not lend itself to... sitting and relaxing. It appears unlikely that this space will be frequently used by residents, let alone serve as an attractive open space for visitors.” (page 10, Analysis)



Proposed seating and pergola in Village Green

Land Development Code Compliance

Comprehensive Plan / Code references

Comprehensive Plan definitions

MIXED-USE PATTERN - A physical pattern where **streets form an interconnected network within and surrounding various parcels in an overall development area**, neighborhood, or group of interconnected neighborhoods. A variety of methods to subdivide such areas and neighborhoods may be utilized to develop **individual buildings that can accommodate a variety of complementary land uses and building types.**

WALKABLE -A characteristic of mixed-use neighborhoods or districts **where people can safely walk to nearby destinations on sidewalks or paths that encourage comfortable movement without driving.** Nearby destinations are generally viewed as those that can be reached by a 5-minute walk or **about 1/4 mile in distance.**

Section 33-515[b] **Gathering places allow the general public to congregate; examples include, without limitation: outdoor spaces such as parks, plazas, and farmers markets**

Staff Report

“The conceptual plan contained in the Via Coconut Pattern Book depicts a site layout that, among other things, is suburban, not urban in design; includes commercial and residential uses that do not create a **mixed use development pattern;**

creates a vehicular and **not a pedestrian oriented development;**

and provides **open spaces that do not function to create a community focus.”** (page 9, Findings)

Land Development Code Compliance

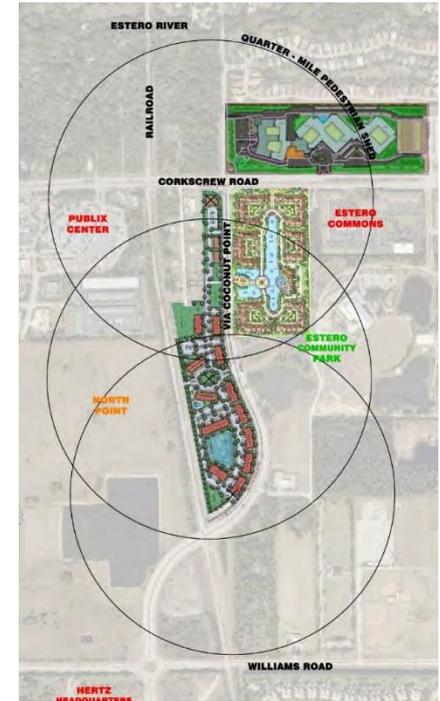
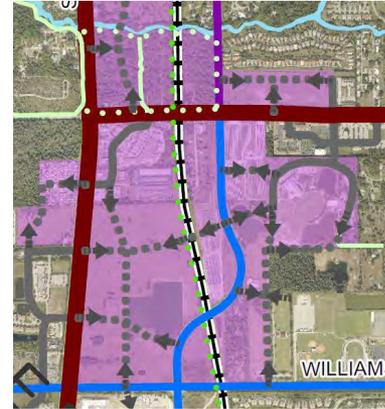
Comprehensive Plan / Code references

Comprehensive Plan definitions

MIXED-USE PATTERN - A physical pattern where streets form an interconnected network within and surrounding various parcels in an overall development area, neighborhood, or group of interconnected neighborhoods. A variety of methods to subdivide such areas and neighborhoods may be utilized to develop individual buildings that can accommodate a variety of complementary land uses and building types.

WALKABLE - A characteristic of mixed-use neighborhoods or districts where people can safely walk to nearby destinations on sidewalks or paths that encourage comfortable movement without driving. Nearby destinations are generally viewed as those that can be reached by a 5-minute walk or about 1/4 mile in distance.

Section 33-515[b] **Gathering places** allow the general public to congregate; examples include, without limitation: outdoor spaces such as parks, plazas, and farmers markets



LEGEND
— PUBLIC MAIN PATH
— INTERIOR PUBLIC CIRCULATION
— RESIDENTIAL CIRCULATION



Mixed Use Pattern

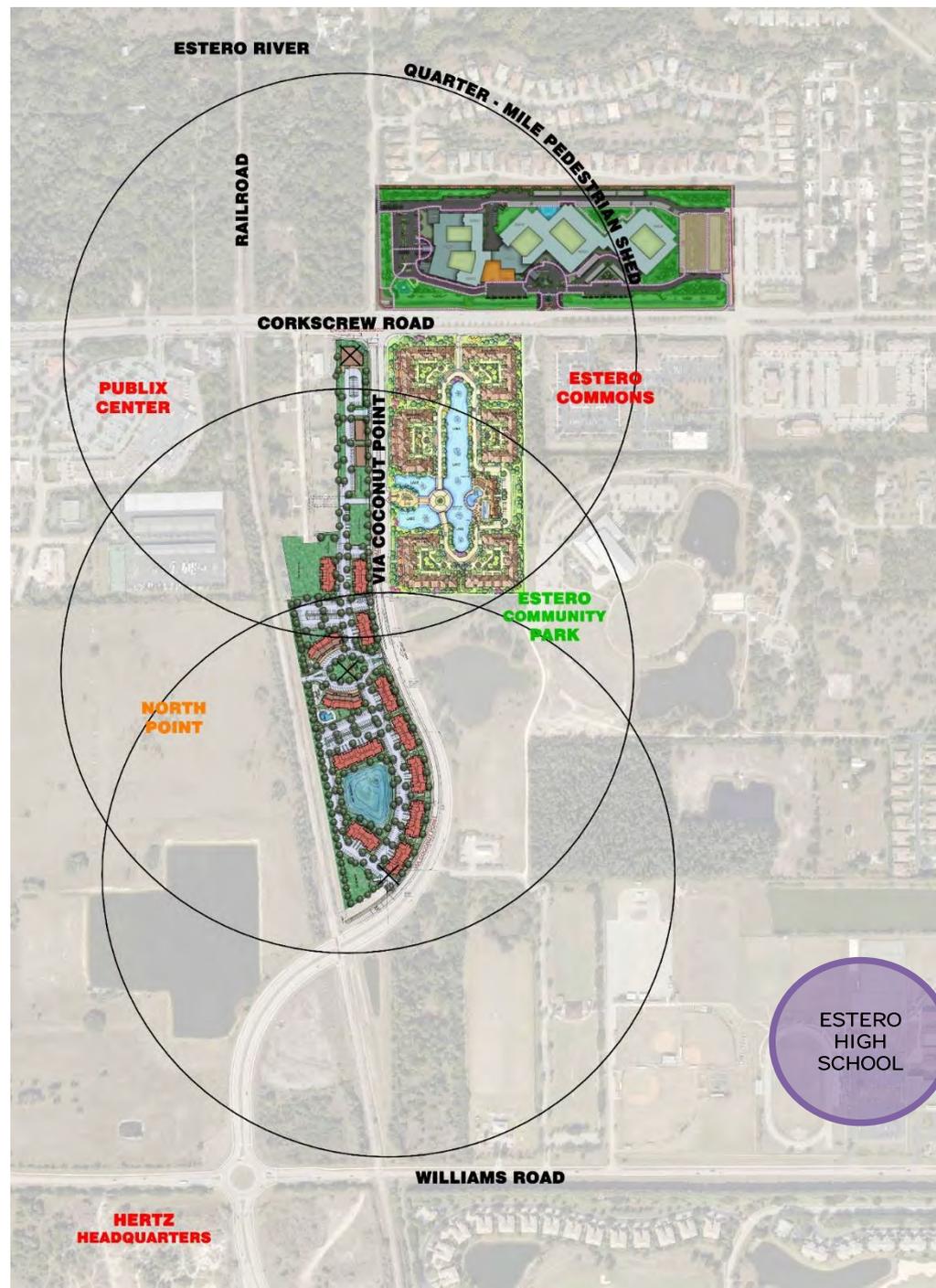
Context -

Relationship to existing and future land uses

Connectivity

Principles of Design:

compact, walkable,
transit supportive,
mixed use
development with an
emphasis on
employment,
housing, recreation
and civic



Land Development Code Compliance

Section 33–54 -Community review. The owner or agent applying for planned developments,... must participate in a public information meeting pursuant to the Ordinances, regulations and policies of the Village...

- With at least six prior meetings before the Estero Community Planning Panel, Estero PZB and the Estero DRB, the community review and public information meetings have been numerous.

Land Development Code Compliance

Section 33–502. General criteria.

- (a) **Goals.** The specific goals set forth in the comprehensive plan for the village center area include creating socially vital centers supportive for business both big and small, neighborhoods and streets that are safe and attractive for walking and bicycling...
- (b) **Reasonable Standards.** The provisions of the land development code implementing the Estero PD district are designed as a reasonable standards and guidelines to foster consistent and high quality built results and public spaces... such standards also permit other reasonable means that accomplish the goals and objectives of the comprehensive plan in a different or complementary manner by the village's ability to grant deviations or variances from the standards set forth herein... where the strict application of the standards will not best achieve the goals underlying such requirements.

Land Development Code Compliance

Section 33–502. General criteria.

(c) Accessibility. The criteria implementing the Estero PD district for the Village Center Area are designed to make the public space accessible, both socially and physically, connected, and walkable. Such guidelines (a) are based on the primacy of the human scale over the automobile, (b) are designed to balance private property interests and property rights with public goals, and (c) enjoy simple, understandable, and physically determined methods to achieve these goals.

(d) Streets. In these criteria, the street becomes the key part of the public space. All streets must in some way become a part of a connected, continuous street network, which are designed to encourage the mixing of uses in the Village Center Area. A variety of different types of streets, which connect neighborhoods and destinations, will serve the public interest by minimizing the traffic load and the need for increased capacity on any one street. Except as specifically set forth in this Division 5, streets shall not end in dead ends, cul-de-sacs, hammerheads, or other forms which do not connect with other streets.

Land Development Code Compliance

Section 33–502. General criteria.

(e) Street design.... The design of streets shall favor their proper use by pedestrians; where the guiding principle is to calm traffic and to specifically slow traffic at intersections to allow pedestrians to cross streets quickly and safely. Landscaped medians and two-way streets help to achieve these goals and objectives are reducing the apparent width of streets and providing safer crossings. On-street parking, where appropriate and feasible, protects pedestrians from the actual and perceived danger of moving traffic.

(f) Lots and Blocks. The proper application of the principles regarding connectivity of streets will then create a network of local streets which will result in varieties of blocks of land and differing sized lots within such blocks. Rather than to specify a particular grid of lots and blocks, which may differ within the Tiers, variations in the size and dimensions of lots and blocks are permitted so long as the overall objectives for connectivity and walkability are achieved on a performance-based standard. However lots or blocks may be ultimately designed, the sides may form a part of the public space and will be defined by the types and varieties of streets that surround them. By way of example, alleys can absorb parking and service loads, and allow the outer faces of blocks to become more intensely pedestrian in nature.

Land Development Code Compliance

Section 33–502. General criteria.

(g) The Visual Edge. The sidewalks, setbacks, building façades and other characteristics of the visual edge of the publicly accessible street are also important features under the standards for the Estero PD district. The height of the buildings, setbacks and projections define the enclosure of the street. The maximum width and height of buildings define a building's mass, while the architectural features of the building ... will ultimately determine the social vitality of the street....

(h) Architecture. Architectural variety of buildings and unique approaches to design and structure are to be valued under the standards for the Estero PD district, however, equally important is the fact that adjacent buildings and public spaces that share some of the characteristics of its neighbors will generate a sense of cohesive framework in the Village Center Area.

Land Development Code Compliance

Section 33–502. General criteria.

(i) Quality of Buildings. Buildings are like permanent fixtures in the landscape of the Village. They should be constructed with sufficient material and of such high technical quality to allow for their continuing renovation and adaptive reuse well beyond the expiration of their initial planned use or cost recovery. Building design and construction are encouraged to be cognizant of SW Florida's unique climate and ecologically sensitive in their use of materials, particularly recyclables, and with respect to their energy demands. [Also: §33-517: Architectural Diversity and High Quality Development].

Land Development Code Compliance

Section 33–508. Streets and Street Appurtenances.

...under these guidelines the street can become a key part of the public space. The goal of the Village with respect to streets is to incentivize the creation of a variety of different types of streets, which can connect neighborhoods and destinations, serve the public interest by minimizing the traffic load and the need for increased capacity in any one street. The following standards will apply in the Estero PD district:

(a) Public vs. Private Streets.

The public versus private nature of a street can vary.

(2) TYPE B: a semi-public street that will be privately owned and maintained through a recorded easement which grants the general public the right to travel by motor vehicle, bicycle, and by foot. Type B streets will not be dedicated to the Village of Estero. The semi-public nature of these streets must be indicated on the site plan and on the plat. If the project is platted, and memorialized on such recorded easement.

(2) TYPE C: a private street that may or may not be accessible to the public; an easement for public use is not required. Type C will be privately maintained, and the private nature of these streets must be indicated on the site plan and on the plat, if the project is platted.

Land Development Code Compliance

Section 33–508. Streets and Street Appurtenances.

(b) Connecting Streets.

(1) Connecting street(s) are local streets, most of which will not carry significant traffic volumes. Sidewalks and regularly spaced street trees are required on both sides of connecting streets.

(2)...If, if and to the extent permitted by law. the connecting streets shown on the Framework Plan are required as a part of a rezoning unless the Village grants a deviation from this requirement.

(4) If, and to the extent allowed by law, the required connecting streets shown on the Framework Plan with respect to development in any of the Tiers must be publicly accessible, either as a Type A Public Street or a Type B Semi-Public Street.

Land Development Code Compliance

Sec. 33-509. - Lots and Blocks.

The overall size and dimensions of lots and blocks in the Village Center Area have a direct impact on the connectivity of the streets. Developments in the Estero PD district shall have reasonable flexibility in determining the size and dimensions of both lots and blocks within their developments. Rather than specify particular sizes or dimensions for lots and blocks, these standards will allow variations in such forms as long as the overall goals and objectives for connectivity and walkability are achieved. Based on the connectivity requirements set forth in Sec. 33-508 above with respect to the creation of a network of streets, the result will likely be the creation of lots and blocks of land with differing sizes and dimensions.

Land Development Code Compliance

Section 33–512. Visible edges.

(d) Tiers 2 and 3:

1. Buildings must have their principal street façade within a reasonably close distance from the appropriate edge of the street, not greater than 120 feet.... There is no designated maximum building length; however reasonably appropriate articulation of the mass and form of buildings is required to prevent such building from being unattractive from a visual perspective along such street.
2. Private parking spaces and lots must be located behind the building and visually buffered from the street. These accesses may be secured with an operable metal gate if the gate's overall opacity is not unreasonably opaque so as to become a visual barrier to the view from the street.
3. Building entrances must be clearly visible from and directly accessible from the street.
4. Building entrances may open directly to the sidewalk or indirectly through a secure raised dooryard or exterior courtyard that is separated from the sidewalk by a medium height solid wall, not in excess of approximately 3.5 feet tall, which wall may also include an open metal fence up to a few feet in additional height, or overall wall and fence does not exceed approximately 6 feet in height.
5. Medium height solid walls not in excess of approximately 3.5 feet tall may secure space between buildings but must be contiguous with, and not project beyond, the adjacent building's front façade unless part of an exterior courtyard entrance.

Land Development Code Compliance

33-514 Variety of housing types.

(1). There are a variety of housing types that may be constructed in Tiers 2 and 3. These include... apartment houses, rowhouses, live – work buildings, courtyard buildings, mixed use buildings, pedestal buildings, and towers.

(2). The Village's goal is to have a significant variety of housing types in each neighborhood. To encourage flexibility, development plans are not required to identify specific housing types at the time of rezoning except that the location of buildings taller than 45 feet must be identified.

Land Development Code Compliance

33–515. Tier 3 General Standards.

(a)(1) Tier 3 accommodates mixed-use neighborhoods with similar attributes as to Tier 2 but with a minimum requirement for commercial uses. Development plans must include sufficient commercial floor area to occupy at least the first floors of all buildings that have frontage on at least one primary public gathering space... If necessary, areas designed for commercial use may be adapted and utilized for residential or residential accessory use until such time as commercial use becomes viable or all phases of the Tier 3 development have been completed and occupied, whichever is earlier. At least one half of the building area designed for commercial use must be able to accommodate restaurants....

Land Development Code Compliance

33–515. Tier 3 General Standards.

b)(1) The provision of publicly accessible gathering places... is mandatory in Tier 3....

(3) Gathering places allow the general public to congregate; examples include, without limitation:

- a. Outdoor spaces such as parks, plazas, and farmers markets.
- b. Businesses such as restaurants, coffee shops, and fitness centers.

...

- f. Amenities adjoining sidewalks and trails such as benches, exercise stations, and gazebos.

At least one primary, publicly accessible gathering space must be provided in Tier 3 in the form of a thoughtfully planned and designed open space that can function as a "third place" for the Village to help create social vitality in the Village Center Area. This gathering place must be attractive, visible and easily accessible from a connecting street, and must be clearly located and designed for the larger public benefit, not just for the benefit of the occupants of the development within which it is located.

The visual edges of the space must be at least partially enclosed by buildings with at least the ground floors designed for commercial uses such as restaurants, bakeries, cafés, fitness studios, and other businesses that promote public gathering and social vitality.

Land Development Code Compliance

“Third Place” / Gathering Place

**Publicly accessible
Connecting Road with on-
street parking & 8’
sidewalk & Village Green
(total = ±1.26 acres)**

Road, on-street parking,
street trees,
8’ sidewalk

Village Green
improvements:

1 – pergola (20’x20’)

625 sf - Conc. Pavers

8 – 6’ benches

4 – trash receptacles

0.6 ac Landscape/irrigation



Land Development Code Compliance

“Third Place” / Gathering Place



Land Development Code Compliance

“Third Place” / Gathering Place



Green Space Network / Linkages



LEGEND

-  PUBLIC MAIN PATH
-  INTERIOR PUBLIC CIRCULATION
-  RESIDENTIAL CIRCULATION

Green Space Network / Linkages

Publicly accessible Streetscape along Via Coconut Point

Residential area:

- 4 - Ped arbors (6'x6')
- 90 sy - Conc. Sidewalk connections
- 4 – 6' benches
- 1,880 lf – Streetscape landscape
- 1,880 lf – Streetscape irrigation

Commercial area:

- 1 - Ped arbors (6'x6')
- 2,325 sf - Conc. Pavers
- 2 – 6' benches
- 4 – trash receptacles
- 815 lf – Streetscape landscape
- 815 lf - Streetscape irrigation



Land Development Code Compliance

Via Coconut Point median landscaping (1,500 lf)

Irrigation

Connection valve

Plantings



Land Development Code Compliance

- **Deviation #1** from Section 10-296-(b)

Allow vehicles to back out for on-street parking.
Staff has no objection.

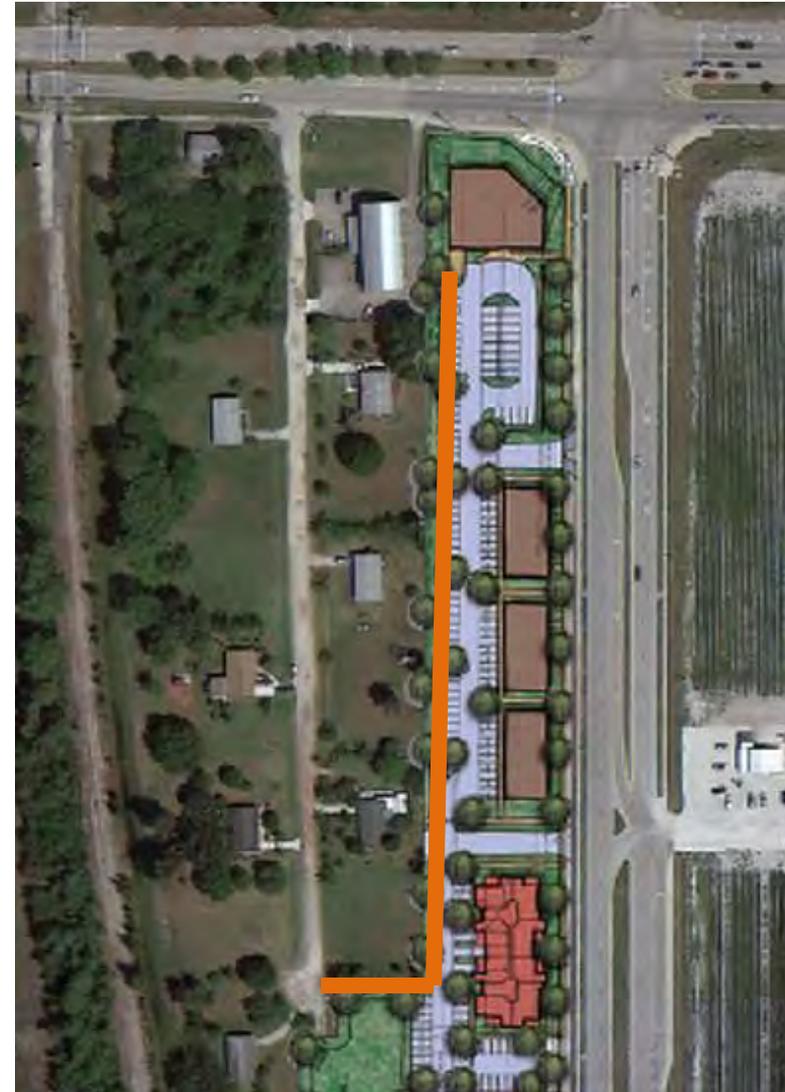


Land Development Code Compliance

- **Deviation #2** from Section 10-416(d)(6)

Allow buffer along single family homes to be a 20' wide with an 8-foot wall/berm combination instead of 25' wide. Staff has no objection.

Deviation granted for Volunteers of America site for 15' wide buffer with an existing 8-foot wall



Land Development Code Compliance

(Transitional Land Development Code)

- **Deviation #3** from Section 34-2020(a)

Allow 1.5 parking spaces per one-bedroom unit instead of 2 parking spaces per one-bedroom unit

- Maximum of 140 one-bedroom units
- Commercial locations will meet parking standards

Village of Estero
Planning & Zoning Board
July 12, 2016

Via Coconut

Pattern Book

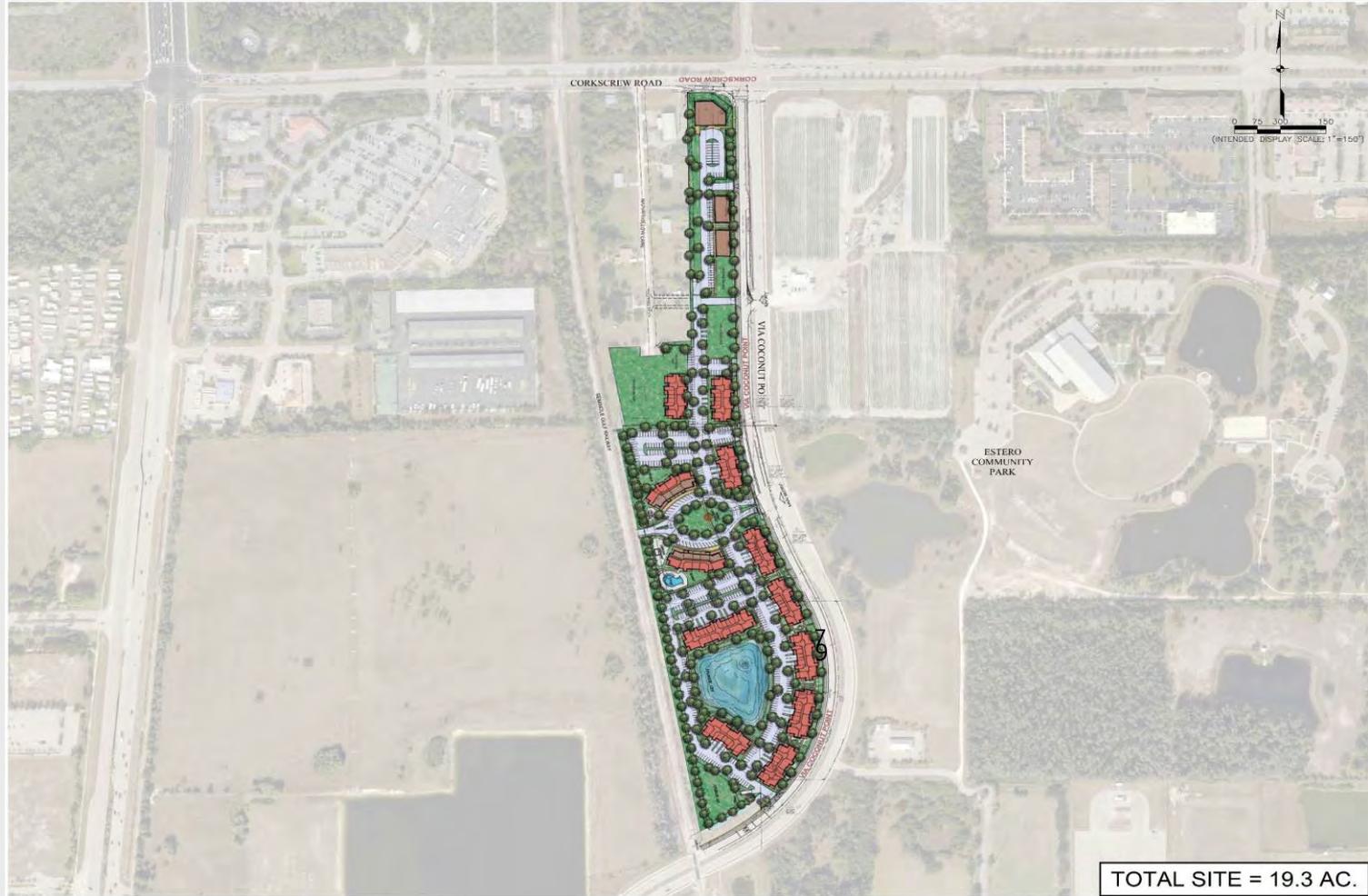


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Renderings and diagrams in this Pattern Book are a representation of the anticipated visual character of the proposed project including its architecture and landscaping. Renderings of landscaping show a mature condition. Pictures of site elements and architectural elements are provided to illustrate the anticipated visual character of the project.

Illustrative Site Plan with aerial



Access Control Diagram – Typical gates

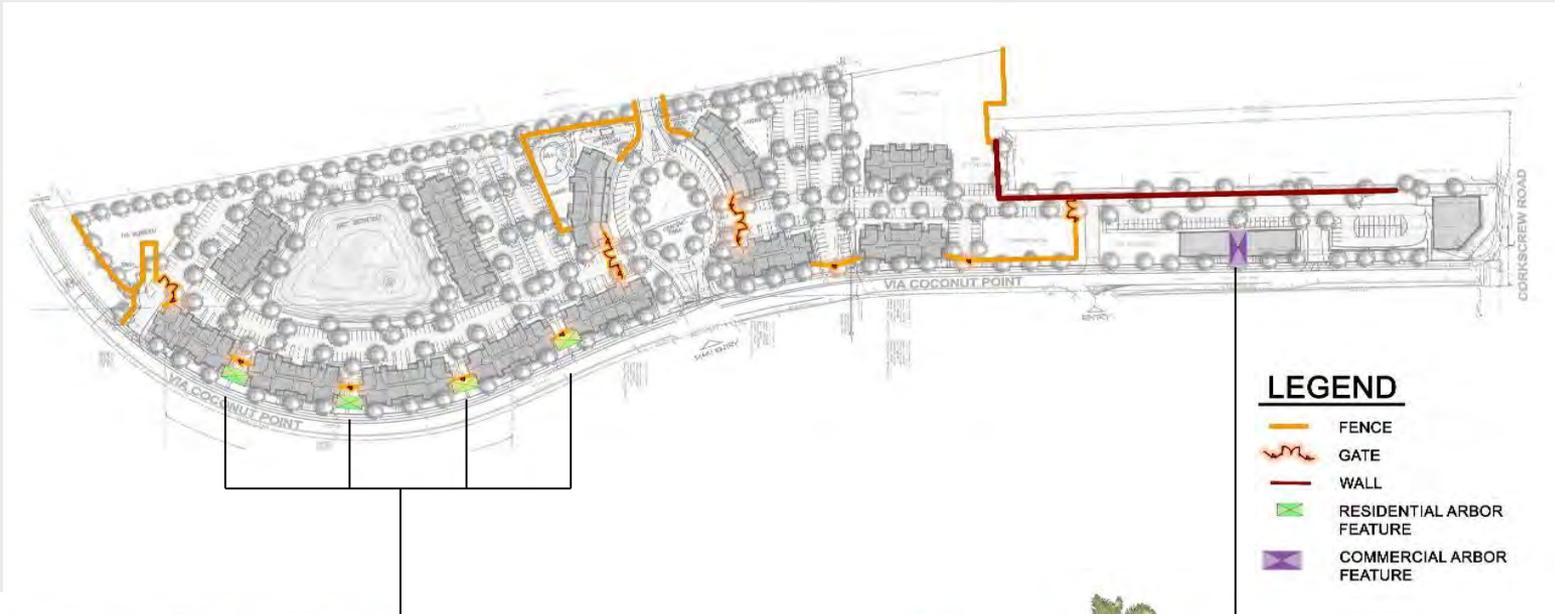


Typical vehicular gate – Character image



Typical pedestrian gate – Character image

Access Control Diagram – Arbor concepts



Pedestrian/Bicycle Network

The pedestrian/bicycle network includes sidewalks that connect throughout the project, sidewalks along the east-west connecting street, and sidewalk connections to the external pedestrian facilities along Via Coconut Point.



Utilities Diagram

The conceptual utility plan shows the general locations proposed for utility lines and connections. Utility main extensions are required by LCU to be located within the Via Coconut Point Right of Way. Exact alignments will be determined during final design.



Architectural elevations – Residential Buildings

These elevations depict the Mediterranean architectural theme that will be characteristic of the primary façade of all 10 residential buildings, including proposed color palette. To the right is the eye-level view along Via Coconut Point.

The four different styles of building with varying architectural details (Scheme A, B, C, and D) will be used to provide a variety of appearance for the residential buildings. While the overall theme is consistent, this helps to avoid a duplicative look and helps make the buildings distinct from one another.



View along Via Coconut Point



There are 10 residential buildings.
Seven residential buildings are oriented with primary facades facing Via Coconut Point.
The four different styles of building with varying architectural details (Scheme A, B, C, and D) will be used to provide variety of appearance along Via Coconut Point.

Architectural elevations – Residential Buildings Scheme A



VIA COCONUT MPD
Job# 5217

ELEVATION SCHEME 'A'
Estero, Florida



(View along Via Coconut Point)

Architectural elevations – Residential Buildings Scheme B



VIA COCONUT MPD
Job# 5217

ELEVATION SCHEME 'B'
Estero, Florida



(View along Via Coconut Point)

Architectural elevations – Residential Buildings Scheme C



VIA COCONUT MPD
Job# 5217

ELEVATION SCHEME 'C'
Estero, Florida



(View along Via Coconut Point)

Architectural elevations – Residential Buildings Scheme D



VIA COCONUT MPD
Job# 5217

ELEVATION SCHEME 'D'
Estero, Florida



(View along Via Coconut Point)

Architectural elevations – Residential Buildings Rear and Side Views



(Residential Building – Rear View along internal accessways)



(Residential Building - Side View)

Architectural elevations – Buildings around the Oval Park/Village Green

These elevations depict the Mediterranean architectural theme that will be characteristic of the primary façade of buildings around the central Oval Park/Village Green, including proposed color palette. The architecture is consistent with the residential architecture, however there are design features including an 8' wide arcade along the nonresidential ground floors to enhance the pedestrian experience and distinguish these mixed use buildings from the residential buildings.



View along the Oval Park/Village Green



There are 2 mixed use buildings with a total of approximately 8,000 s.f. of non-residential uses on the ground floor and residential above.

The buildings will be oriented toward the Oval Park (Village Green).

The required parking for the non-residential uses is provided as on-street angled parking in front of the buildings.

Architectural elevations – Commercial Buildings

These elevations depict Mediterranean architectural themes that will be characteristic of the primary façade of commercial buildings at the corner of Corkscrew Road and Via Coconut Point, including proposed color palette.



View along Via Coconut Point



There are 3 commercial buildings with a total of approximately 22,000 s.f. of commercial uses.
The buildings will be oriented toward Via Coconut Point with parking to the side and rear.

Architectural elevations – Commercial Building #1



View along Via Coconut Point

Architectural elevations – Commercial Building #2



View along Via Coconut Point

Architectural elevations – Commercial Building #3 (corner of Corkscrew Road and Via Coconut Point)



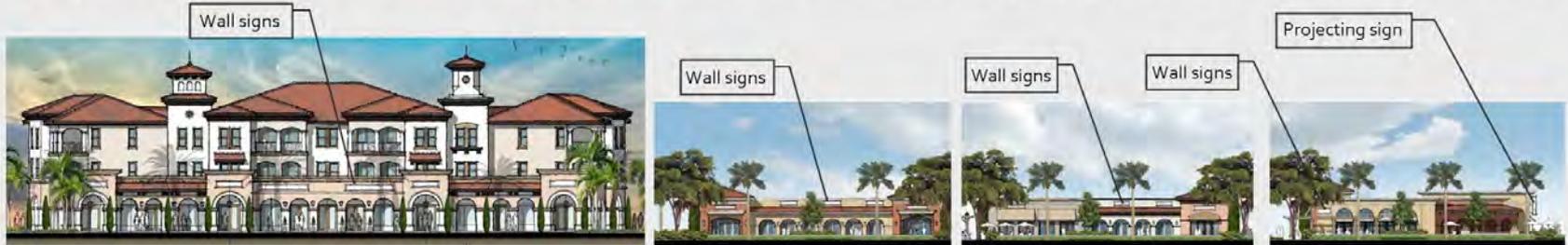
View along Via Coconut Point

Signage Plan – Entry Signs



Signage Plan – Commercial Signs

Wall signs are located in horizontal sign bands, with one horizontal sign band per building in locations shown below. One projecting sign is at the corner of Corkscrew Road and Via Coconut Point.



Buildings along the Central Oval/Village Green

Commercial buildings



Example of Wall Sign
Individual lettering with reverse channel lighting (LED)
Max. 30" in height for lettering.



Two examples of Projecting Signs
Max. 4' from building wall
Min. 8' over sidewalk

HIGHLIGHT ON Architectural continuity

Images from Pattern Book, pages 14-18, 20



Mixed Use Building



Commercial Building #1



Commercial Building #2



Commercial Building #3

HIGHLIGHT ON Architectural continuity

Images from Pattern Book, pages 8-14



Mixed Use Building



Residential Building Type A



Mixed Use Building



Residential Building Type B

HIGHLIGHT ON Architectural continuity

Images from Pattern Book, pages 8-14



Mixed Use Building



Residential Building Type C



Mixed Use Building



Residential Building Type D

HIGHLIGHT ON Architectural continuity



Genova – Elevation



Residential Building Type C - Elevation



Residential Building Type D – Elevation



Mixed Use Building - Elevation

HIGHLIGHT ON Architectural continuity



Via Coconut Point - street perspective



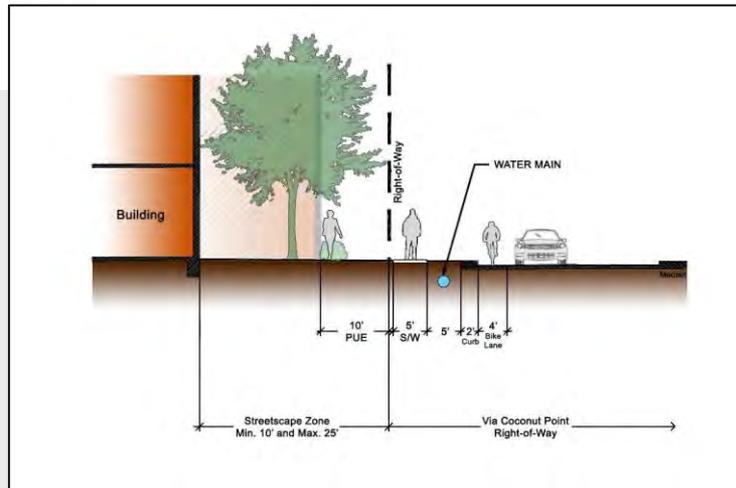
Genova – Via Coconut Point street perspective

Landscaping and open space – Oval Park/Village Green Concept Plan

The Connecting Street surrounds the Oval Park which contains the Village Green. Angled on street parking along the Connecting Street (Deviation 1) allows for easy public access to storefronts and calms traffic for a safer and more comfortable pedestrian realm.



Landscaping and open space – Streetscape along Via Coconut Point



Streetscape section along Via Coconut Point - Typical

Landscaping and open space – Streetscape along Via Coconut Point



CONCEPT PLANT SCHEDULE



SHADE TREE
 Shady Lady Black Olive
 Satin Leaf
 -



ORNAMENTAL TREE
 Allepice
 Eagleston East Palatka Holly
 Japanese Blueberry Tree
 Podocarpus
 Simpson's Stopper
 Crape Myrtle
 Geiger Tree
 Little Gem Magnolia
 Queen Crape Myrtle
 -



LARGE PALM
 Royal Palm
 Ribbon Palm
 -



ACCENT TREE
 Italian Cypress
 White Bird of Paradise
 Jatropha
 Montgomery Palm
 Christmas Palm
 Foxtail Palm
 -



HEDGE
 Green Buttonwood
 Arbuticola
 Wild Coffee
 Jamaican Caper
 Pitch Apple
 -



FLOWERING SHRUB
 Plumbago
 Bougainvillea
 Knockout Rose
 Oleander
 -



SMALL SHRUB
 Indian Hawthorn
 Green Island Ficus
 Gold Mound Duranta
 Lily of the Nile
 -



GROUNDCOVER
 Flax Lily
 Perennial Peanut
 Liriope
 Bromeliad
 -

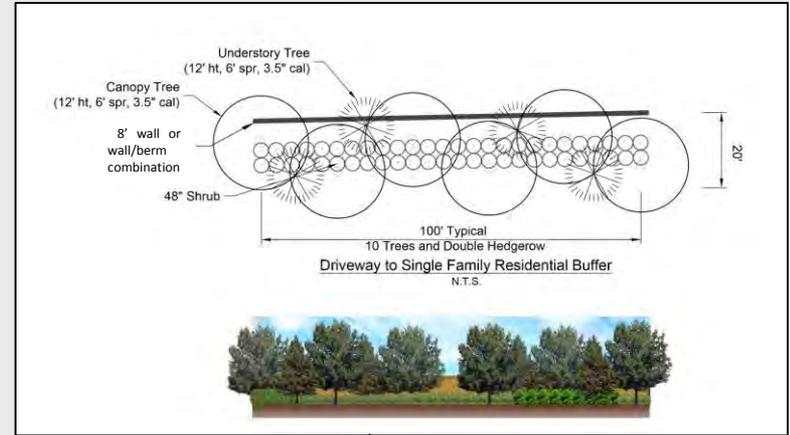
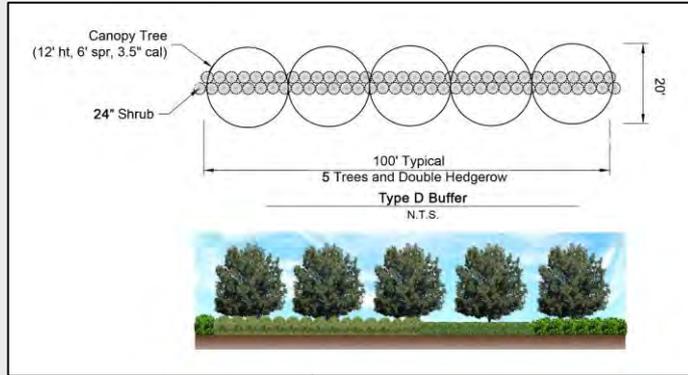
HIGHLIGHT ON Public Green Spaces and Connectivity



LEGEND

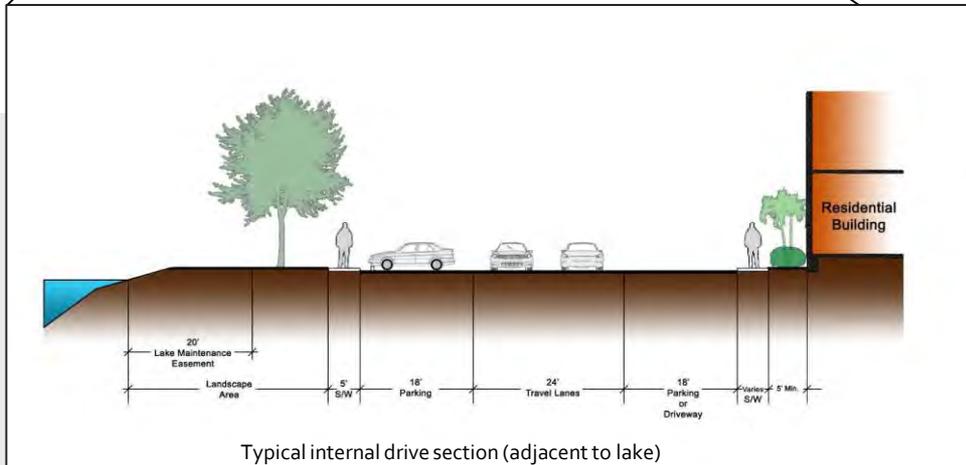
-  PUBLIC MAIN PATH
-  INTERIOR PUBLIC CIRCULATION
-  RESIDENTIAL CIRCULATION

Proposed Buffers



Internal accessways

Internal drives will serve the comfort and convenience of residents and businesses. Speeds will be posted at 25 mph or less. Accessways will provide access to perpendicular parking and driveways. Sidewalks are provided on both sides of accessways.



Typical internal drive section (adjacent to lake)

Residential Realm Details

ARBORS

Classic, white garden arbor with ornate detailing and durable construction material to provide a sense of fine craftsmanship in the residential use areas.

Fencing and gates will be integrated so that arbors punctuate the fence line and establish recognizable and attractive threshold for transition from public to private realm in the courtyards between residential buildings along Via Coconut Point.



16'-18" MH

LIGHTING

Mediterranean lantern style light with decorative, round, tapered pole base, metal powder coat finish. Single post top mounted fixture at 16'-18' mounting height for residential pedestrian scale.

HARDSCAPE

Brushed concrete with saw cut jointing for public sidewalk, brushed concrete with troweled joints for residential entry thresholds for courtyard gardens to provide detailed hardscape treatment in residential use areas.



SEATING

Durable, permanent mounted, metal construction, powder coat finish, benches for comfortable design. Benches are consistent in the residential, commercial and Village Green realms for a harmonious aesthetic.



TRASH RECEPTACLES

Durable, permanent mounted, metal construction trash receptacles with vertical slats for aesthetic continuity within the residential, commercial and Village Green realms.



BIKE RACKS

Durable, permanently mounted, metal powder coat construction, elegant black finish, multi, looping bike rack with clean, sweeping lines to enhance the architectural treatment. Consistent bike rack design across the residential, commercial and Village Green realms provides visual harmony.



GATES & FENCING

Pedestrian and vehicular gates will be of black metal powder coat construction, with matching vertical elements. Decorative to provide aesthetic appeal while serving the purpose of security for residential areas.



Village Green Realm Details

PERGOLA

The focal point upon entry and a place to gather within the Village Green. Columns provide sturdiness and Mediterranean character for this "outdoor room," while the landscape cover provides shade in response to the SW Florida sun. Pavers accentuate the space. Benches form a frame and offer opportunities to sit, relax, and interact.



LIGHTING

Mediterranean lantern style light with decorative, round, tapered pole base, metal powder coat finish. Single and double post top mounted fixture with decorative arm at 20-25 foot mounting height for pedestrian sidewalks, roadway and parking lot scale.



HARDSCAPE

Brushed concrete with troweled joints and rock-salt finished border for public sidewalks.

Decorative colored stamped concrete for retail store front entries to provide detailed hardscape treatment in Village Green.

Pavers are proposed under the pergola.



SEATING

Durable, permanent mounted, black metal construction with signature quality detailing.



TRASH RECEPTACLES

Durable, permanent mounted, metal construction trash receptacles, vertical metal slats for aesthetic continuity within the Village Green.



BIKE RACKS

Durable, permanently mounted, metal powder coat construction, elegant black finish. Quality and detail to be consistent with Village Green benches. Same bike racks are present in residential areas and commercial areas for continuity.



109 PLANTERS

Durable, stone cylindrical, earth-tone, sleek planters. Visually heavy to avoid pedestrian manipulation but light enough to allow for planned seasonal relocation. A strong architectural urban landscape element consistent with the Commercial use areas.



Commercial Realm Details

ARBOR

Bold architectural detail, 6' x 6' shade structure providing visual stability and long term durability located in the large pedestrian space between two buildings in the Commercial use areas.



LIGHTING

Mediterranean lantern style light with decorative, round, tapered pole base, metal powder coat finish. Double post top mounted fixture with decorative arm at 20'-25' mounting height for roadway and parking lot scale.



HARDSCAPE

Brushed concrete with troweled joints and rock-salt finished border for public sidewalks and decorative colored concrete pavers to accent the arbor area to provide detailed hardscape treatment in the Commercial use area.



SEATING

Durable, permanent mount, powder coat metal, black benches, comfortable horizontal slat design with or without middle arm for Commercial Use areas.



TRASH RECEPTACLES

Durable, permanent mount, powder coat metal, black trash receptacles, vertical slat design, secure removable trash bin, with or without weather cover for Commercial Use areas.



PLANTERS

Durable, stone cylindrical, earth-tone, sleek planters. Visually heavy to avoid pedestrian manipulation but light enough to allow for planned seasonal relocation. A strong architectural urban landscape element for Commercial use areas.



BIKE RACKS

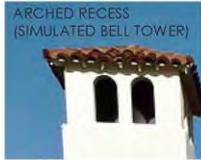
Durable, permanently mounted, metal powder coat construction, elegant black finish. Quality and detail to be consistent with benches for continuity.



Residential Building Architectural Details



Mixed Use Building Architectural Details



Commercial Building Architectural Details



STUCCO TUSCAN-STYLE SQUARE COLUMNS



FLAT PARAPET ROOF



EXTERIOR TRELLIS FOR OUTDOOR AREA



BACKLIT CHANNEL LETTER WALL SIGNAGE & CANVAS AWNING



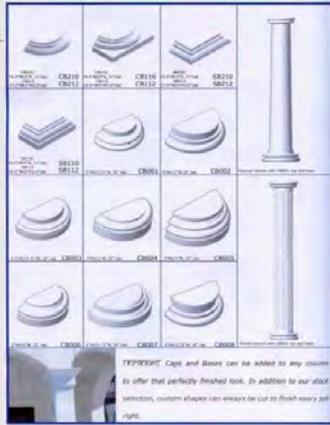
STUCCO MOULDING ON PARAPET WALL



VERTICAL BLADE SIGNAGE

Architectural Trim Details

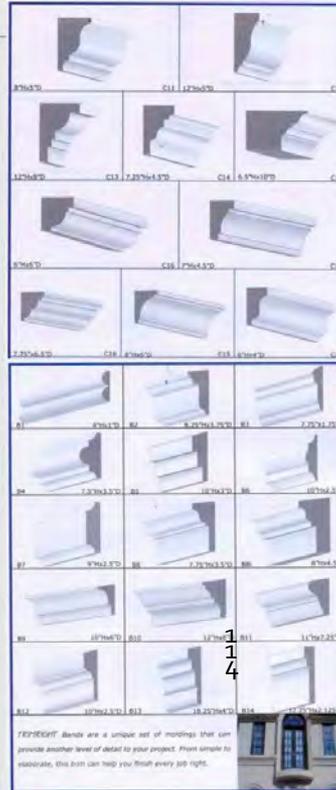
COLUMNS



KEY STONES



MOLDINGS



WINDOW SILLS



WINDOW SURROUNDS



Incentive Offerings [LDC §33-518 - Ordinance 16-07]

- **Mixed use (Vertical) [33-518(h)(1)]**

The site features both vertical and horizontal mixed use. Buildings fronting the central Oval Park/Village Green are vertically mixed use buildings. Each building has approximately 4,000 square feet of nonresidential ground floor area. Residential units are on portions of the ground floors and on the 2nd and 3rd floors.

Three commercial buildings totaling approximately 22,000 square feet are at the corner of Corkscrew Road & Via Coconut Point. Open spaces around these buildings are provided for human scale comfort and furnishings for seating. These spaces are interconnected to the residential buildings with vehicular, pedestrian and bike connections that direct people through the site in a safe and convenient manner.

- **Interconnectivity & Pedestrian/Bicycle Connectivity [33-518(e)(1)]**

Bicycle and pedestrian connection is achieved with five foot wide (minimum) sidewalks throughout the site. These sidewalks include paths that connect to every commercial and residential building entry. The paths connect to continuous internal sidewalks along both sides of the residential area drive aisles, providing for convenient connection from one building to another and from one area of the site to another. The sidewalk network also connects to surrounding external sidewalks along Via Coconut Point and Corkscrew Road. Those pedestrian oriented interconnections also provide for the opportunity to increase access of the residents to the Estero Community Park recreational area. Proposed sidewalks are wider (8 feet wide within arcade and 8 feet wide outside the arcade) along the buildings that face the central Oval Park/Village Green, given the importance of these buildings for public use and enjoyment.

- **Off Site Public Improvements [33-518(e)(4)]**

The applicant proposes installing and maintaining landscaping in the public right-of-way. The landscaping is proposed in the Via Coconut Point median, subject to Village approval. The landscaped area is approximately 1,500 linear feet starting at the project's main entrance and extending south to the railroad track crossing.

- **Enhanced site landscaping and streetscape [33-518(e)(5)]**

The streetscape is enhanced with commercial and residential building facades and entrances oriented to the public street (Via Coconut Point) and the proposed east-west connector road. The streetscape is further enhanced by the transitional courtyards along Via Coconut Point that address interface of the public/private realm using arbors as signature elements in the residential realm and the commercial realm, helping to visually and functionally tie the two areas together. Landscaping is enhanced in that pedestrian comfort and scale is provided by a customized streetscape plan featuring shade trees, ornamental trees, shrubs and ground cover along Via Coconut Point.

- **Enhanced Street Design [33-518(e)(6)]**

The east-west connecting street features an enhanced street design with on-street parking and 8-foot wide pedestrian paths.

- **Public civic spaces [33-518(e)(7)] & Cultural Spaces [33-518(g)(5)]**

The central oval park/village green is a ±0.5 acre public space that serves as a focal point for the project and creates the opportunity for cultural activities like arts fests, farmers markets, and similar activities for the community-at-large. This is proposed as publicly accessible green space in a formal urban setting. This village green is accented with benches, shade trees, pedestrian path and a 10'x20' pergola, all situated within the 1.26-acre area to be dedicated for public access, use and enjoyment.

- **Gathering places (outdoor cafes, etc.) [33-518(f)(2)]**

Commercial areas and first floor non-residential areas are designed to accommodate publicly accessible outdoor seating areas, and publicly accessible gather space is provided in the Village Green, consistent with 33-515(b).

- **On-street Parking [33-518(g)(1)]**

On-street parking is a feature of the central oval area, contributing to the urban character of this node that centralizes the site and serves as a focal point for the community at large. The connecting street around the Village Green is designed to carry one-way traffic in one 18-foot wide lane (required for 60-degree angled parking per Land Development Code §34-216). The parking spaces are 60-degree angled spaces. The traffic calming characteristic of the oval's geometry will slow traffic. The one-way, one-lane system reduces the complexity for drivers compared to a two-way street. On-street parking is an urban concept that makes for convenient public access to buildings and contributes to traffic calming because drivers must be observant of the parking movements, unlike moving through a thoroughfare with no on-street parking. On-street parking also improves the pedestrian quality of this central node, because the cars parked in the angled spaces serve as a buffer between the travelway and the pedestrians walking along the building fronts.

Incentive Offerings [LDC §33-518 - Ordinance 16-07] (continued)

- **Reduced Off-Street Parking [33-518(g)(2)]**

Reduction from the standard 2 parking spaces per unit to allow 1.5 spaces per one-bedroom dwelling unit is meant to control the proliferation of parking the site. Reduced parking in more urban contexts is responsive to the decrease in parking demand that results from smaller dwelling units located within walkable environments. Leasing provisions will address parking assignments, and property managers ensure that parking is properly assigned and accommodated in the residential parking areas.

Commercial parking ratios are not reduced, and commercial area parking will be open and available to the public.

- **Removal of Billboard [33-518(h)(2) – Other Offers]**

There is an existing, income-producing billboard on the subject site, positioned along Corkscrew Road. In consideration of the Village Center objectives to maintain an attractive community character and appearance, the applicant agrees to remove this asset prior to the start of any construction.

- **Construct Civic Improvements [33-518(g)(3)]**

The following civic improvements will be constructed by the applicant as part of the project:

Publicly accessible Streetscape along Via Coconut Point

Residential area:

4 - Ped arbors (6'x6')
90 sy - Conc. Sidewalk connections
4 - 6' benches
1,880 lf - Streetscape landscape
1,880 lf - Streetscape irrigation

Commercial area:

1 - Ped arbor (6'x6')
2,325 sf - Conc. Pavers
2 - 6' benches
4 - trash receptacles
815 lf - Streetscape landscape
815 lf - Streetscape irrigation

Publicly accessible Connecting Street with on-street parking & 8' sidewalk & central Oval Park/Village Green (total = ±1.26 acres)

Road, on-street parking, street trees, 8' sidewalk

(This does not include the cost of land, the cost to treat and attenuate stormwater associated with the roadway, or the cost to maintain the facilities over time.)

Oval Park/Village Green improvements:

1 - pergola (10'x20')
625 sf - Conc. Pavers
8 - 6' benches
4 - trash receptacles
0.6 ac Landscape/irrigation

Via Coconut Point median landscaping (1,500 lf)

Irrigation (includes directional bore crossings and connection valve)
Plantings
Maintenance

Incentive Offerings [LDC §33-518 - Ordinance 16-07] (continued)

•Architectural Excellence/Innovative Design [33-518(f)(5)]

Site:

The organization of the site responds to the irregular conditions of the site and the Village Center overlay. Design solutions include:

- Traditional Neighborhood Design (TND) with buildings up to the street and most parking away from the public view
- A central Village Green dividing the site and open to public access and use. Community connections are encouraged and organized events are employed to activate the setting.

Architecture:

- The architectural style is influenced by the original “beauty book” for Coconut Point, executed in a contemporary application of Mediterranean architecture.
- Four residential building types are designed with varied appearance to avoid replication of identical buildings along the Via Coconut frontage.
- Two buildings around the Village Green feature covered arcade for shade along storefronts (climate responsiveness).
- The commercial frontage along Via Coconut Point will follow the design theme with compatible architecture. The final users are unknown at this time and thus the building appearance is approximated. From restaurant to financial institution, or from office to retail, the overall frontage is intended to continue the varied approach while preserving the consistency of a uniform landscape theme and material pallet extending along the entire frontage of the project.
- The following elements contribute to the high quality architectural appearance:
 - Differing roof features
 - Varied exterior wall and trim pallets
 - Staggered fascia and roof lines
 - Pedestrian gateway entry arbors to delineate public/private transition to & from units along Via Coconut
 - Selective use of private walkways to ground level units
 - Exterior balconies or sunrooms orienting to all sides of each building (“eyes on the street” CPTED)
 - A lush streetscape with a cadence of street trees between the buildings and the public sidewalk
 - Courtyards between structures offering a changing presentation to passing motorist and pedestrians

Construction:

The following superior building approaches are proposed to exceed the already substantially demanding Florida Building Code requirements:

- Post tensioned foundations
- Full height reinforced concrete masonry construction
- Barrel tile roof
- Energy Star certified
- Vinyl, double-pane, impact windows
- STC 54 sound rated walls and floors

The following special features will be incorporated in the residential units:

- Oversized unit floor plans relative to competitive offerings
- Expanded exterior porches or elective sun rooms (except for the one bedroom studio unit)
- Full sized utility rooms (except for the one bedroom studio unit)
- All bedrooms sized for king size beds
- All master bedrooms with walk in closet/dressing suite attached
- Double master suite in all two bedroom units
- Oversized tubs or showers in all bathrooms (except for the one bedroom studio unit)
- LED lighting on all exterior building and site applications
- Hardwood style flooring in all living, kitchen, and entry areas.
- Premium carpet (32 oz.) and pad in all bedrooms, closets and corridor areas.
- 9' ceiling heights on all units with selectively applied 12' ceilings in living areas on top floor units
- Granite or other similar solid surface counter top in kitchen and bathrooms
- Premium appliance packages including ice maker refrigerators, full size range and microwave, silent run dishwasher, spray-head single lever faucet with double bowl stainless sink

Incentive Offerings [LDC §33-518 - Ordinance 16-07] (continued)

• Architectural Excellence/Innovative Design [33-518(f)(5)] (continued)

Amenities:

1. Oval Park/Village Green Occupancies

The ground level occupancies facing the Village Green within the two fronting buildings offer approximately 8,000 sf. of non-residential floor area. Non-residential uses include:

- Leasing and management (approx. 1,200 s.f.-1,800 s.f.)
- Fitness facility (approx. 2,000 s.f.-4,000 s.f.)
- Business center (approx. 900 s.f.-1,500 s.f.)
- Postal center (approx. 250 s.f.-500 s.f.)
- Other business types:
 - Hair styling salon
 - Manicure and pedicure salon
 - Flowershop
 - Private fitness trainer
 - Tailor/seamstress
 - Coffee shop
 - Dry cleaning outlet
 - Executive office center operations
 - Light food and beverage operation*

**Full restaurants are largely viewed as not compatible with vertical mixed use residential/commercial occupancies except in intense urban centers. Their demand and impacts on food waste, odors, and late hour noise often devalue the adjacent residential tenants. More appropriately, these particular occupancies would best orient to the northern and more freestanding commercial portion of the project.*

2. Commercial along Via Coconut Frontage

Convenient walking and bike connections within the larger campus make this commercial venue a clear “lifestyle benefit” for residents.

Ideal commercial occupancies would exclude auto-centric commercial uses but include:

- Food and beverage operators
- Boutique fashion wear vendors
- Neighborhood medical and dental professional offices
- Neighborhood real estate professional offices
- Decorator show rooms
- Investment and insurance offices

3. Residential amenities:

- Pool with expanded pool deck, zero entry pool for children and sun-bathing
- Cabanas for extended outdoor relaxation
- Outdoor living area with summer kitchen, picnic area, and soft seating in shade
- Yard team events such as lawn chess, bocce, corn-hole
- Passive outdoor amenities:
 - Meditation garden
 - Herb/vegetable community gardens
 - Private party setting
 - Outdoor yoga/aerobic patio
 - Pet Park for active outdoor pet use
 - Bike storage areas with individual unit convenience
 - Connected sidewalks throughout the site, including around the large internal lake
 - Benches along internal walkways for relaxation



0 15 30 60
SCALE IN FEET

Quality Assurance

- 1. Site**
- 2. Construction**
- 3. Amenities**
- 4. Exteriors**

Quality Assurance

Site:

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- Courtyards between structures offering a changing presentation to passing motorist and pedestrians

Findings/Review Criteria for Zoning Matters required by LDC 34-145(d)(4)(a)

1. Findings applicable to Rezonings

- a) Complies with the Lee Plan (Estero's Transitional Comprehensive Plan with amendment by Village Ordinance 2016-04);
- b) Meets this Code and other applicable regulations or qualifies for deviations;
- c) Is compatible with existing and planned uses in the surrounding area;
- d) Will provide access sufficient to support the proposed development intensity;
- e) The expected impacts on transportation facilities will be addressed by existing regulations and conditions of approval;
- f) Will not adversely affect environmentally critical or sensitive areas and natural resources; and
- g) Will be served by urban services, defined in the Lee Plan (Estero's Transitional Comprehensive Plan), if located in a Future Urban area category.

Findings/Review Criteria for Zoning Matters required by LDC 34-145(d)(4)(a)

2. Findings applicable to Planned Development Rezonings.

- a) The proposed use or mix of uses is appropriate at the proposed location;
- b) The recommended conditions provide sufficient safeguards to the public interest and are reasonably related to the impacts on the public's interest expected from the proposed development.
- c) If the application includes deviations pursuant to section 34-373(a)(9), that each requested deviation:
 - 1) Enhances the achievement of the objectives of the planned development; and
 - 2) Preserves and promotes the general intent of this Code to protect the public health, safety and welfare.

Criteria for Rezoning

- Proposed development is compatible with the Village Center area and surroundings
- Transportation facilities are adequate and improvements are proposed
- No adverse impacts to environmental or natural resources
- Mix of uses is appropriate at the subject location
- Concept Plan provides for public interests
- Deviations enhance the Planned Development

Public Benefits

- **Enhanced landscape and streetscape**
- **Gathering places (space for outdoor cafes, etc.)**
- **Public civic space**
- **Mixed use**
- **On-street Parking**
- **Construct Civic Improvements – Via Coconut Median**
- **Commitment to remove billboard along Corkscrew Road**



