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ESTERO COUNCIL OF  
COMMUNITY LEADERS

Estero Development Report  
December 2017  
Volume 16, Number 1

Produced by the Estero Council of Community  
Leaders (ECCL)

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## FEATURE: ESTERO ECONOMIC EXCELLENCE OUTREACH COUNCIL: PART II

### VILLAGE CENTER DEVELOPMENT AND IMPLEMENTATION

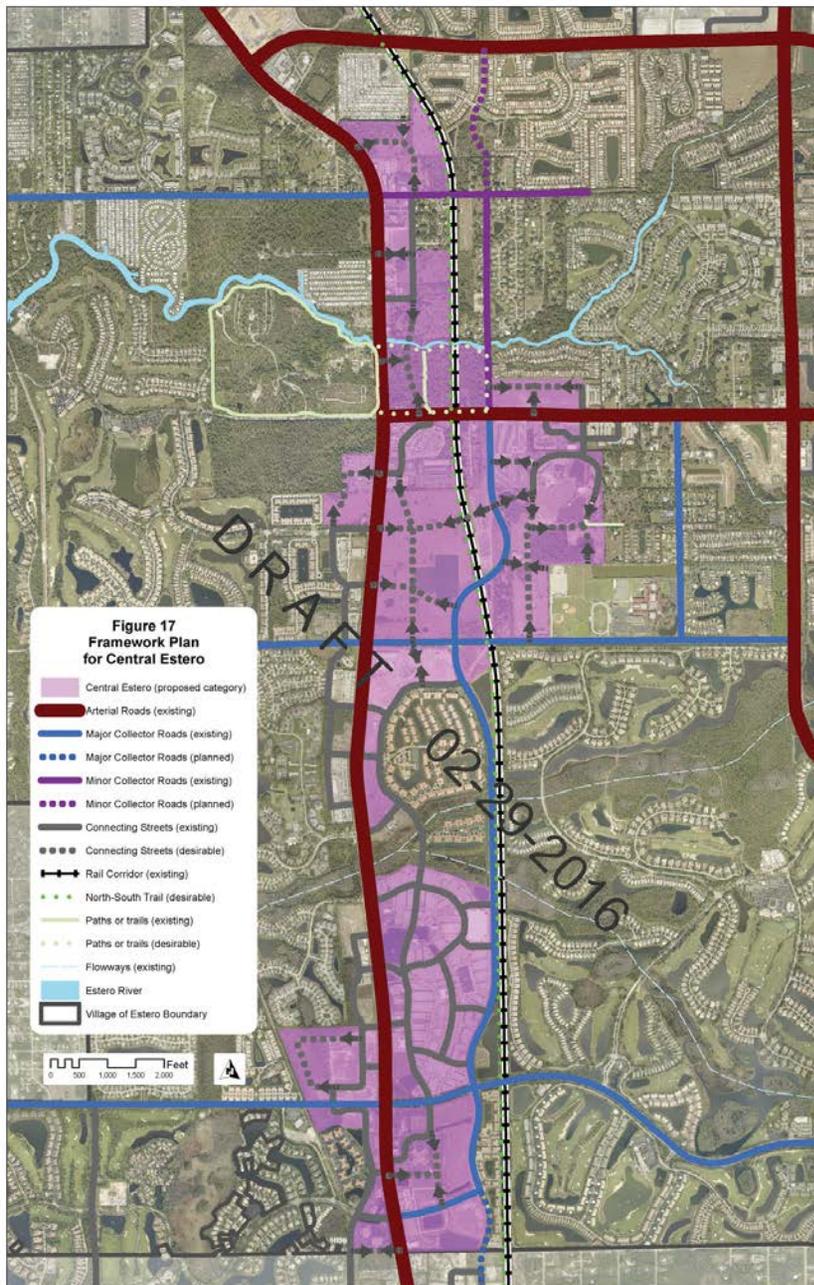
In December, the Estero Economic Excellence Outreach Council (EEEOC) held its second organizational meeting with special guest Dr. Mike Martin, president of Florida Gulf Coast University at FGCU's Emerging Technology Center. Discussion centered on recruiting experienced businesspeople of Estero to serve as mentors for the university's rapidly expanding Entrepreneurship Program. However, this is just one objective of the EEEOC. The organization also aims to partner with the Village of Estero, Lee Health and the Southwest Florida development community to implement a Village Center which aligns with the vision of Estero's residents.

This vision was developed and defined through a series of public workshops and planning meetings which culminated in Village Council adopting a Comprehensive Plan amendment and Land Development Code standards for the Village Center in June 2016. Before the Village's incorporation, the ECCL started planning for a "Village Center" about six years ago as the region was emerging from the Great Recession. The Village Center's fruition remains of

great importance to the ECCL and will be one of three major initiatives of the newly formed EEEOC.

This month's feature article focuses on the southern portion of the Village Center, which is emerging as a health and wellness district, anchored by the new Lee Health Coconut Point facility scheduled to open in November 2018.

The next EEEOC meeting will be Jan. 29 at 10 a.m. at the Estero Recreation Center in Estero Community Park. Additionally, the ECCL Health Committee will meet Jan. 30 with guest Dr. Larry Antonucci, new President of Lee Health. To read the full article and learn more about how to get involved, click here [add link to December 2017 EDR feature article].



## VILLAGE CENTER OVERVIEW

In June 2016, the Village of Estero adopted boundaries and development standards for about 500 acres designated as the future “Village Center.” Zoning in these areas encourages mixed use developments with “complete” streets for bikes and pedestrians, and a mix of residential, office, retail and industrial uses. The Village Center boundaries include a northern portion and a southern portion. North Village Center focuses on potential civic and culture uses and runs along U.S. 41 to the east from just north of Corkscrew Road down to Williams Road. The south Village Center area focuses on healthcare and wellness, running along U.S. 41 near Coconut Road (west and south of the mall).

## VILLAGE CENTER SOUTH: HEALTH DISTRICT

Most of the current development activity is in the Village Center’s southern section. It is anchored by the \$140 million, 163,500 square-foot Lee Health Coconut Point facility currently under construction south of Coconut Road and east of U.S. 41, which features a 24/7 emergency department and may become a fully functioning hospital in the future. Additionally, Lee Health recently made some land purchases in the area for future development. In total, Lee Health owns about 33 acres on the east side of U.S. 41 (south of Coconut Road) and about 40 acres on the west side of U.S. 41 (north of Coconut Road), said Suzanne Bradach, Lee Health’s Director of Special Projects.

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The facility under construction includes 146,000 square feet of medical space, plus a central energy plant. It is being designed with “Phase Two” in mind, which would convert 76,000 square feet of “institutional space” into an 80-bed hospital tower if the state approves a license at a future date. Zoning for the Lee Health Coconut Point Development of Regional Impact (DRI) allows an additional 80,000 square feet to be built in the future, as well as another 20,000 square feet on a smaller, adjacent parcel, Bradach said.

“It is important the community support Lee Health Coconut Point, as utilization of the current planned services would be a factor in any decision to expand future services,” she noted. Regarding future plans for the remaining Lee Health acreage, Bradach added: “Although we do not have specific plans, we can say the focus will remain the same as it was for Lee Health Coconut Point: keeping people healthy and active. We will solicit comments and suggestions from the community on the services they would like us to consider in the plans.”

The southern section of the Village Center also includes American House Coconut Point, a senior living facility which opened in September 2016. It has 194 units of varying types including independent living, assisted living and memory care. American House is within walking distance of Lee Health Coconut Point.



Future Services at Lee Health Coconut Point

At the new facility, the emergency room will be open 365 days a year and treat acute illnesses and injuries including stroke, chest pain, orthopedic injuries, respiratory illnesses, lacerations, head injuries and abdominal pain. The facility also will include an observation unit with length of stay for up to 14 hours and a 25,000-square-foot surgery center with four operating rooms. Lee County EMS will be located onsite 24/7.

Medical offices will include primary care, pediatrics, OB/GYN, general and vascular surgery, orthopedics, cardiology and pulmonary/endocrinology/rheumatology. Other services include a radiology suite, breast health center, cardiovascular suite, a laboratory, retail pharmacy and outpatient rehabilitation.

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Additionally, Lee Health Coconut Point will be home to the Healthy Life Center, which offers many monthly classes, screenings and wellness programs. The Healthy Life Center will relocate from Coconut Point Mall into an expanded space with a retail store and a teaching kitchen for healthy cooking demos. Outside, the walkable campus will offer bike trails, a lake and grassy areas for outdoor fitness and rehabilitation.

“The vision is to redefine what healthcare delivery looks like for this community,” said Alex Greenwood, vice president of Lee Health Coconut Point.

Lee Health is developing a partnership with Arthrex, a Naples-based medical device manufacturer, to help design the Coconut Point orthopedic surgery facility, which will implement the Arthrex Synergy Imaging Platform, Greenwood said. The facility is anticipated to become a destination for joint replacement services.

All service providers at the Coconut Point facility will be connected to Lee Health’s electronic medical records information system, creating a “one-stop shop” experience for patients, Greenwood added. Additionally, “telemedicine” initiatives will allow physicians to conduct some patient visits via the internet.

The Coconut Point facility also will serve as hub of the Healthy Lee Initiative, which surveys the health status of Lee County communities to assess programming needs. Volunteers are currently being sought for the Lee Health Coconut Point Guest Advisory Council. This would be a core group of volunteers who would provide feedback on their experiences and expectations, Greenwood said. If interested, contact him at [alex.greenwood@leehealth.org](mailto:alex.greenwood@leehealth.org).

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#### **VILLAGE CENTER NORTH: CIVIC & CULTURAL CENTER**

During the pre-recession building boom, developers were proposing mixed use projects which included both a repertory theatre and a community theatre. The area south of Corkscrew Road along Via Coconut Point also has been pitched as the ideal location for a future Village Hall. Additionally, the main entrance to Estero Community Park was designed to be on Via Coconut, but this is yet to come to fruition. The vision remains, but

interest from developers has been slow.

The first development to go through Estero’s planning process and to be constructed within the Village Center is Genova, a 205-unit condominium community at the southeast corner of Corkscrew Road and Via Coconut Point. The first of six buildings is expected to be completed by early March. A second building and

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the clubhouse are scheduled to open in July 2018. This community will have connectivity to Estero Community Park, and Genova has contributed \$100,000 to build the future main park entrance. Lee County recently purchased 10 additional acres at the park with stated intent to build multipurpose recreational fields. Additionally, the Village will be conducting a Parks and Open Space Master Plan later in 2018 which will evaluate needs and identify potential land purchases for recreation and conservation.

A future recreational trail could be built along the CSX railroad tracks currently leased to Seminole Gulf Railway. Support from the ECCL via an email campaign was instrumental in getting the proposed Bonita-Estero Trail back into the Florida State Green Ways and Trails plan for its SunTrail System, a statewide network of paved, non-motorized trails. This future trail would run from Estero Parkway to the Bonita Springs southern border.

The largest undeveloped property within the Village Center boundaries is Estero North Point with about 100 acres east of U.S. 41 and north of Williams Road. Its current zoning (approved by Lee County) includes 150 multifamily housing units, 550,000 square feet of retail space, 120,000 square feet of office space and a 150-unit hotel. However, there is currently no action on this property. Several smaller, privately held parcels along Via

Coconut Point also may be developed as part of the Village Center.

North of Corkscrew Road, Volunteers of America is planning to build a 340-unit continuing care retirement community on 21 acres east of Sandy Lane. Phase One, targeted for completion by 2019, will include 139 independent living apartments, 50 assisted living units, 64 skilled nursing suites and 32 memory care units. The development also is zoned for a freestanding medical office.



### **GET INVOLVED WITH THE EEEOC**

The next EEEOC meeting is planned for January 29 at 1 p.m. at Estero Community Park. Those interested may join the EEEOC email list at [HTTP://ESTEROTODAY.COM/ECODEVSURVEY/](http://esterotoday.com/ecodevsurvey/) or visit the EEEOC web page at [HTTP://ESTEROTODAY.COM/ESTERO-ECONOMIC-EXCELLENCE-OUTREACH-COUNCIL/](http://esterotoday.com/estero-economic-excellence-outreach-council/).

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## DEVELOPMENT REVIEW SUMMARY DECEMBER 2017



This month, the Estero Planning & Zoning Board (PZB) finished its review of the first Village of Estero Comprehensive Plan. It now goes to Village Council for review on Jan. 3. A transmittal hearing is scheduled for Jan. 10, when the Village will officially send this draft Comprehensive Plan to Tallahassee for review by state agencies. It will then come back to Estero Village Council for final review and adoption by March 2018. This document will serve as a guidebook for development within the Village for the future, as amended from time to time.

The Design Review Board had an extremely active month as well. Estero Grande presented its pattern book for architectural and landscaping design of this mixed use center west of the intersection of U.S. 41 and Estero Parkway. Genova also received approval for design changes including adding two additional

units to its condominium community currently under construction on Via Coconut Point.

Phoenix at Estero is proposing a 140-unit assisted living and memory care facility in Plaza del Sol, while a hotel and a school are proposed closer to Interstate 75. Primrose School would serve children up to six years old. Adjacent to the school in Estero Interstate Commerce Park, Marriott Springhill Suites is proposing a 100-room hotel. Additionally, a play center upgrade is in the works for Miromar Outlets, and a new Chase Bank is proposed just north of the outlet mall.

The January Design Review Board meeting will be Wed., Jan. 10, at 5:30 p.m. The next Planning & Zoning Board meeting will be Tuesday, Jan. 16, at 5:30 p.m.

### DESIGN REVIEW BOARD ACTIONS

#### Estero Grande

The DRB voted to recommend that Village Council approve an updated pattern book for Estero Grande with architecture characterized as a modern interpretation of Florida's early Spanish colonization period. Estero Grande is a mixed use development previously approved by Lee County located on the west side of U.S. 41 at the end of Estero Parkway with 100,000 square feet of retail space — to include a gas station — and a proposed 198-unit apartment complex to be called Estero Grande Parkside. The board approved this “pedestrian-friendly” pattern book pending minor design changes which will be presented to

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the DRB on Jan. 10 prior to Estero Grande’s Council presentation on Jan 17. Estero Grande’s pattern book may be viewed [here](#).

Additionally, the developer presented plans to construct a 8,689-square-foot building in the Shoppes at Estero Grande on 4.65 acres of the property. Starbucks is under contract for this retail center as well. The plans show a sidewalk extending from U.S. 41 to the future multifamily residences. There will be a 30-foot buffer along U.S. 41 to shield the parking lot. This was an informational presentation only with no action taken.

### **Miromar Outlets Playland**

The DRB approved Miromar Outlet’s plan to relocate its existing Playland and add an interior climbing wall, outdoor seating and shade structures. See the design for this 3,800-square-foot play center in Miromar Outlets’ [presentation](#).



### **Pelican Sound Clubhouse**

The DRB approved an application from Pelican Sound (located west of U.S. 41 and north of Williams Road) to expand and remodel the community’s clubhouse and pro shop. The design

also calls for relocation of the cart barn and removal of tennis courts. See the presentation [here](#).

### **Genova**

The DRB approved minor design modifications for Genova, a condominium project currently under construction on the east side of Via Coconut Point south of Corkscrew Road. The new design modifies towers, faux chimneys and windows and adds two units to Buildings E and F, for a total of 205 units. View Genova’s presentation [here](#).

### **SunMart Convenience Store**

The DRB approved a monument sign for SunMart to replace its current sign at 21481 Tamiami Trail with conditions that the new sign use a digital format for gas pricing, along with other minor design modifications.

### **West Bay Golf Club**

West Bay is planning to improve its existing 18-hole golf course west of U.S. 41 on Williams Road. Changes include improvements to tee boxes and bunkers, as well as modification of two lakes and reshaping of the golf course. This was a public information meeting with no action taken. West Bay’s presentation may be viewed [here](#).

### **Phoenix at Estero**

Phoenix at Estero is a proposed 140-unit assisted living and memory care facility on seven acres on the north corner of Plaza del Sol, a development located at the northeast corner of Corkscrew Road and Three Oaks Parkway. The applicant is

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requesting an increase in building height from 35 feet to 45 feet to allow for three stories in some sections. The design also includes a courtyard and other outdoor amenities. This was a public information meeting with no action taken. The presentation may be viewed [here](#).

### **Marriott Springhill Suites**

A five-story, 100-room hotel is being proposed for a 2.5-acre site at 10370 Corkscrew Commons Drive in Estero Interstate Commons Park, adjacent to Embassy Suites by Hilton. Amenities will include a small bar, fitness room, patio with fire pit, pool and enhanced landscaping. This was a public information meeting with no action taken.



### **Primrose School of Estero**

An early education center is being proposed adjacent to the future Marriott Springhill Suites Hotel on 2.26 acres in Estero Interstate Commerce Park. The school would be 12,111 square feet with 11 classrooms plus playgrounds. Primrose School offers education for children from six weeks to 6 years old and currently operates 150 schools in 29 states. This was a public information meeting with no action taken.

### **Chase Bank**

Chase Bank is planning to build a 3,732-square-foot building at the northwest corner of Miromar Outlets Drive and Ben Hill Griffin Parkway. During a workshop, the PZB discussed landscaping

improvements and architecture. See Chase Bank’s presentation [here](#).

## **PLANNING & ZONING BOARD**

### **Comprehensive Plan**

The Planning & Zoning Board voted to recommend that Village Council submit the draft Comprehensive Plan to the State for review. The Comprehensive Plan is a “big picture” document outlining the community’s vision for development during the future. The Comprehensive Plan will be reviewed by Village Council on Jan. 3 with a transmittal hearing scheduled for Jan. 10. After it has been reviewed by state agencies, it will come back to the Village Council for final review and adoption.

The Estero Comprehensive Plan was based on Lee County’s Comprehensive Plan, but the new plan is more tailored to Estero, resulting from a year of community input. Priorities in the new Estero Comprehensive Plan include development of a Village Center, increased connectivity, expanded blueways and greenways, more gathering places and the promotion of mixed use development. The Village’s consultant, LaRue Planning and Management Services, conducted multiple public input sessions focused on Transportation, Infrastructure, Recreation, Capital Improvements and more.

Recent updates to the plan include encouraging a bike/pedestrian trail to be built along the rail-way and discouraging development within the Density Reduction/Groundwater Resource (DR/GR)

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area. During the extensive public input process, the Recreation and Open Space element of the Comprehensive Plan garnered the most comments. The Village will likely pursue creation of a Recreation and Open Space Master Plan in the near future. A presentation summarizing the complete draft Comprehensive Plan may be viewed [here](#).

## **VILLAGE COUNCIL ACTIONS**

### **Land Development Code Update**

Council approved ranking of consultants and authorized staff to negotiate with Canin Associates to update the Village's transitional Land Development Code. There is \$250,000 budgeted over two fiscal years for this contract, which will be brought back to Council for approval at a future date.

### **Railroad Crossings**

Council approved agreements with Seminole Gulf Railway for five railroad crossing rights at Broadway Avenue, Coconut Road, Estero Parkway, Via Coconut Point and Williams Road. The total cost of all five crossing agreements is \$18,000 for fiscal year 2017-18. Lee County previously held these rights prior to the

Village assuming maintenance of these roads which are bisected by the railroad.

### **Village Hall Remodeling**

Council approved a contract with OneSource Construction Company & Builders for a remodel of the second floor of Estero Village Hall. Plans include a larger visitor's entry, additional office space, a conference room for up to 20 people, and more storage spaces. Total cost including furniture, security and IT networking is expected to be \$200,000 with \$50,000 to be reimbursed by the landlord. A presentation with the layout may be viewed [here](#).



## ESTERO'S RESIDENTIAL BUILDING PERMITS PAUSE AFTER THE HURRICANE

During October and November 2017, the issuance of residential single-family permits slowed appreciably to only seven (7) homes, with all seven being issued in November. Undoubtedly, the hurricane temporarily stalled new home construction. But, the total value of all residential construction permits in the two-month period, including repairs to existing homes, was unusually high due to damage caused by the hurricane. The total value of all residential permits during the two-month period was \$8,552,666.

This year a number of single family residential housing permits have been issued to Pebble Pointe, Estero Place and Genova. But, over half of the single-family permits have been issued to Tidewater, the 55+ community at Ben Hill Griffin and Estero Parkway.

The table at right compares 2017 year-to-date figures with those of the previous 17 years.

Note: The building values above exclude the value of the underlying land.

Year	Year-to-Date Housing Units	Building Value	Average Building Value Per Unit	Percentage of Single Family Units
2000	1,956	\$274,917,477	\$140,551	42%
2001	2,070	318,309,650	153,773	47
2002	1,418	265,574,765	187,288	50
2003	1,365	219,137,397	160,540	46
2004	1,485	328,019,837	220,889	62
2005	2,699	600,971,677	222,665	47
2006	1,268	330,712,219	260,814	39
2007	428	121,212,530	283,207	37
2008	144	49,233,767	341,901	81
2009	150	50,415,736	336,105	77
2010	177	36,167,371	204,335	80
2011	179	36,388,729	203,289	83
2012	304	53,633,486	176,426	74
2013	431	74,766,411	173,472	74
2014	328	59,258,574	180,666	67
2015	547	67,461,066	123,329	18
2016	154	48,597,349	315,567	68
2017	426	78,157,139	183,467	23

Sources: For 2016 and 2017, see Village of Estero Community Development: <https://estero-fl.gov/monthly-building-reports/>

For prior years, see Lee County Permit Reports for the “Village of Estero”: <http://www.leegov.com/dcd/reports>

## ESTERO'S OCTOBER/NOVEMBER COMMERCIAL PERMITS REMAIN STABLE; 2017 REMAINS ESPECIALLY STRONG

Commercial permits in October and November 2017 totaled \$3,791,452, including \$725,000 for construction of additional retail space at the Shoppes at Grande Oak on Ben Hill Griffin. Also included were additional investments in remodeling stores within Coconut Point and Miromar malls, bringing the year's total investments within the malls to nearly \$8 million.

Largely due to Lee Health's \$82 million permit for Estero's Medical Village, 2017 will be the second-best year for commercial investment in the last ten years. (The 2014 total was greater as it included nearly \$100 million for the Hertz headquarters.)

The table below compares 2017 year-to-date totals with those of the previous 17 years.

Note: The building values above exclude the value of the underlying land.

**Sources:**

For 2016 and 2017, see Village of Estero Community Development: see <https://estero-fl.gov/monthly-building-reports/>

For prior years, see Lee County Permit Reports for the "Village of Estero": <http://www.leegov.com/dcd/reports>

Year	Year-to-Date	Annual Total
2000	\$76,434,302	\$77,250,835
2001	37,087,252	44,116,526
2002	23,095,139	23,135,139
2003	19,057,328	23,234,725
2004	59,806,230	60,859,820
2005	82,721,406	111,037,977
2006	180,995,072	184,709,240
2007	155,487,478	157,614,045
2008	38,765,644	39,261,677
2009	9,545,879	9,752,556
2010	8,836,508	9,322,546
2011	11,670,078	11,717,593
2012	11,558,546	11,879,291
2013	14,458,248	14,656,213
2014	137,149,005	139,285,611
2015	69,914,537	68,338,852
2016	36,027,252	39,716,393
2017	113,110,676	N/A

# ESTERO’S SINGLE-FAMILY HOME SALES DRIFT LOWER IN NOVEMBER; 2017 REMAINS STRONGEST YEAR SINCE 2010

Thirty-two (32) single family homes were sold in Estero in November, down 18% from November, 2016. Year-to-date sales are up 6%. The five hundred fifty-five (555) homes sold so far this year represents the best annual start since 2010, when the ECCL first started tracking monthly sales.

Sales figures for 2017 and for each month for the previous two years are shown at right.

At November 30, there were 419 listings of currently active, unsold homes (i.e., “inventory”). This is about a 8-month supply, a slight up-tick for the month but down from levels early in the year, and similar to the levels in the second half of last year. Pending sales totaled 63 homes, about the same level as recent months and near the lowest level of recent years, reportedly due to hurricane damage repairs.

There were no distressed sales again in November, while distressed sales in inventory at the end of the month remained near 1%, the lowest levels since 2012.

**Continued thanks to Estero’s Joe Pavich, Sr. of Realty World J Pavich Real Estate for supplying us monthly sales and inventory figures.**

Period	2015	2016	2017	Inc (Dec)	Inc (Dec) %
Jan	34	46	46	-	-
Feb	35	39	41	2	5
Mar	65	54	73	19	35
Qtr 1	134	139	160	21	15
Apr	69	67	42	(25)	(37)
May	71	47	65	18	38
June	63	66	76	10	15
Qtr 2	203	180	183	3	2
July	51	42	53	11	26
Aug	36	57	42	(13)	(26)
Sept	44	35	38	3	9
Qtr 3	131	134	133	(1)	(1)
Oct	41	33	47	14	42
Nov	33	39	32	(7)	(18)
Dec	53	65			
Qtr 4	127	137			
<b>Yearly Totals</b>	595	590			
<b>Year-to-Date</b>	542	525	555	30	6

Notes: 1) “Distressed sales” include short-sales and sales of bank owned property in which the bank receives less than their loan amount.

2) Figures include homes in Estero (excluding homes in the Estero portion of Pelican Landing, which are not separately shown in the MLS). Also not included are figures for multi-family homes.

Source: Multiple Listing Service (“MLS”).