



ESTERO COUNCIL OF COMMUNITY LEADERS

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Leaders (ECCL)

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FEATURE: ESTERO ECONOMIC EXCELLENCE OUTREACH COUNCIL: WHAT IS IT AND WHY SHOULD YOU BE INVOLVED?

Executive Summary

For years, Southwest Florida employers have indicated that finding quality talent has been a challenge. They've also lamented the "brain drain" — watching many talented Florida Gulf Coast University students move away to start their careers. A new initiative of the Estero Council of Community Leaders is addressing these challenges through partnership with FGCU, the Estero Village Council, and other organizations impacting the region's economic development. This ECCL Committee, like all our committees, will coordinate with the Village Council members who have liaison responsibilities with the major institutions and interest areas related to the committee's operations.

The Estero Economic Excellence Outreach Council (EEEOC) is inviting all interested participants to a meeting at FGCU's Emergent Technologies Institute (ETI), where new FGCU President Mike Martin will speak about his vision for the

university and its engagement with the Estero community. Dr. Martin's participation is made possible by our introduction to him by Councilman Bill Ribble, the Village's liaison with FGCU.

This formative meeting of the EEEOC will take place Wed., Dec. 13, at 1 p.m. at the ETI incubator, 16301 Innovation Lane — off of Alico Road east of Ben Hill Griffin Parkway.

Through the EEEOC, retired and active businesspeople of south Lee County will be connected to mentorship opportunities through partnerships with FGCU and Lee County Schools. Those with interest in community planning and healthcare will be connected to opportunities for shaping Estero's Village Center with the initial focus being on the Healthcare Village area. Please read the full article on the EEEOC to learn more about how you may want to be involved in this emerging organization. The result will be an investment in south Lee County's economic success,

ensuring our community's economy is diverse and robust and its quality of life remains strong.

Part One of this report on the EEEOC will focus on Entrepreneurship Support and Elementary and Secondary

Student Support, including how the EEEOC will support FGCU's rapidly growing Entrepreneurship Program. We will explore Village Center Development and Implementation more in depth as next month's feature article.

ESTERO ECONOMIC EXCELLENCE OUTREACH COUNCIL: PARTNERSHIP WITH FGCU AND SCHOOLS

Mission

The EEEOC's mission is "to engage as many talented and experienced businesspersons who call Estero their home, or their second home, to actively support the efforts of Southwest Florida institutions in order to grow and diversify the economy and otherwise improve the quality of life of the residents of the region." To accomplish this mission, the EEEOC has established three primary initiatives:

1. **Entrepreneurship Support** — partnering with FGCU
2. **Elementary and Secondary Student Support** — partnering with Lee County schools
3. **Village Center Development and Implementation** — partnering with the Village of Estero, Lee Health and the development community



History

The ECCL has a long history of involvement in local economic development initiatives. In 2010, the ECCL worked with the Bonita Springs Area Chamber of Commerce to form the Bonita Springs-Esterio Economic Development Council (BSEEDC). In 2011, the ECCL collaborated with Lee County's Economic Development Council (LCEDC) to create the Catalyst Club, a group of retired businesspersons recruited to help attract new firms to Lee County. After Hertz relocated its international headquarters to Estero in 2013, the ECCL encouraged Colliers International — one of the world' largest commercial real estate firms — to develop a marketing plan to encourage the location of office and research facilities in Estero and Southwest Florida.

"Estero's community leaders recognize a long-term need to diversify the area's economic base by encouraging growth of current businesses while attracting to the area new businesses that are less seasonal and compatible with the existing community," explained Vince Modarelli, a member of the EEEOC Core Development Team. This will be accomplished in partnership with the Village Council, other economic development organizations, local government bodies, FGCU, the School District of Lee County, Lee Health and other healthcare systems, utilities providers and financial institutions.

This ECCL Committee, like all our committees, will coordinate with the Village Council members who have liaison responsibilities with the major institutions and interest areas related to the committee's scope. In this case, the Councilors and their responsibilities are:

- Jim Wilson, Bonita Estero Economic Development Council and the Estero Chamber of Commerce
- Bill Ribble, Florida Gulf Coast University (FGCU)
- Nick Batos, Lee Health and Lee School District
- Howard Levitan, Community Development, Comprehensive Plan and Land Development Code

Entrepreneurship Support

According to Dr. Sandra Kauanui, director of the Institute for Entrepreneurship at Lutgert College of Business, FGCU is one of just three universities in the nation offering an interdisciplinary degree program in Entrepreneurship, meaning it is open to students outside of the College of Business. Last year, 48 FGCU students participated in the university's inaugural "Runway Program" housed at the ETI incubator off Alico Road. This is a semester-long program allowing students to develop a plan for launching a business while earning a degree in their chosen field of study. Students in the program get access to innovation labs, private offices and prototyping and business planning equipment. Perhaps most importantly, they are provided with knowledgeable and experienced mentors offering one-on-one advice and assistance. One student who completed the Runway Program is

now running a business which is on target to generate \$1 million in revenue!

This fall, FGCU launched an Entrepreneurship Major, and 85 students are currently enrolled. Additionally, Entrepreneurship is the largest minor at the university with 166 students. In addition to the programs for university students, FGCU partners with Junior Achievement to run CEO Academy, a summer entrepreneurship camp for high school students. FGCU also offers the Veterans Florida Entrepreneurship Program, which, like the Runway Program, culminates in a “compassionate shark tank.” Through grants and donations, FGCU’s Institute for Entrepreneurship has awarded nearly \$250,000 in seed funding to both veterans and students, Kauanui noted.



Councilman Bill Ribble has had considerable experience with entrepreneurial programs having been involved with Drexel University’s groundbreaking program during his business career. As a result, he has visited the Emergent Technologies Institute on several occasions and subsequently invited Dr. Kauanui and some of her students to make a presentation to the Village Council on December 6th.

Help Wanted

The university is seeking mentors and competition judges to support its many entrepreneurship programs. “The students need the expertise and advice of mentors as well as potential connections to manufacturers or experts in the field,” Kauanui said. “We also need speakers to share their experiences with our students. In addition, we need judges for all of the competitions we do each year.”

Elementary and Secondary Student Support

Mentors and speakers also are needed for high school, middle school and elementary school entrepreneurship programs. Longtime ECCL member Jim Shields began volunteering with Junior Achievement in 1978 while living and working in Indianapolis. He mentored a group of ninth graders in financial literacy and work readiness. Now, four decades later, Shields is again volunteering with Junior Achievement, sharing his “real world” experiences in small business at Estero area schools.



"Junior Achievement is the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their own economic success, plan for their future and make smart academic and economic choices," he said.

The School District of Lee County also welcomes business and community volunteers to serve as mentors and tutors, to serve on District advisory committees, or to help at the school level with special events.

"The School District is always looking for volunteers to strengthen our education system," said Communications Director Lauren Stillwell.

School District officials have been meeting with Estero Village Manager Steve Sarkozy and Councilman Nick Batos, the Council's liaison for schools. A potential partnership is emerging, Stillwell said. "Together we have discussed sharing services, facilities and equipment, creating and co-hosting community events and activities, and co-locating resources such as academic buildings, athletic facilities, community centers and High Tech & Career Training Centers."

GET INVOLVED IN THE EEEOC

*To learn more, please plan to attend the EEEOC meeting **Wed., Dec. 13**, at 1 p.m. at the Emergent Technologies Institute, 16301 Innovation Lane — off of Alico Road east of Ben Hill Griffin Parkway.*

Members of the EEEOC Core Development Team are: Vince Modarelli (Stoneybrook), Dr. Shawn Felton (Rookery Pointe), Jim Shields (Grandezza), ECCL Chairman Don Eslick and ECCL Community Planning Director Jim Tatooles (Rapallo). If you are unable to attend the Dec. 13 meeting, please take this short [survey on volunteer interest for the EEOC](#) and one of the Development Team members will reach out to you.

DEVELOPMENT REVIEW SUMMARY NOVEMBER 2017

This month, NCH Healthcare presented its request for zoning deviations to operate a 24/7 emergency medical facility in the Shoppes of Coconut Trace, while Aldi presented revised design plans for a new grocery store on U.S. 41 north of Walmart. Several other businesses also presented plans including a new dog park at West Bay Club, a downsized 198-unit apartment complex at Estero Grande and an enhanced Playland for Miromar Outlets. Also this month, Village Council voted to ban medical marijuana dispensaries and conducted a workshop on three elements of the Comprehensive Plan.

The next Design Review Board meeting will be Wed., Dec. 13, at 5:30 p.m. The next Planning & Zoning Board meeting will be Tuesday, Dec. 19, at 5:30 p.m.

VILLAGE COUNCIL ACTIONS

Medical Marijuana

Council voted to adopt an ordinance prohibiting medical marijuana facilities within the boundaries of the Village of Estero. The state legislature will address additional regulations on medical marijuana dispensaries during the 2018 legislative session. Currently, the only options permitted by the State are to ban dispensaries altogether or to allow dispensaries wherever retail pharmacies are located without limit. The Council will readdress this issue after the State sets its regulations in 2018.

PLANNING & ZONING BOARD ACTIVITIES



NCH

NCH Healthcare System is seeking to operate a continuously open, 40,000-square-foot emergency medical facility at the Shoppes of Coconut Trace on the west side of U.S. 41 across from Coconut Point Mall. NCH requested the board remove hours of operation restrictions; Coconut Trace is zoned for business operation from 7 a.m. to 11 p.m. NCH also requested two zoning deviations to allow placement of the facility closer to U.S. 41 than allowed and to increase the maximum height of appearance enhancements to 63 feet. The facility would be two stories with about 12,000 square feet for an emergency room with the remaining square footage to be used for medical offices, testing facilities and related ancillary services. Twelve residents spoke against the NCH proposal, and 7 spoke in favor. Staff will prepare a recommendation for the board to consider at a future date. NCH's presentation to the PZB may be viewed [here](#).

West Bay Club

West Bay Club is proposing to build an amenity area in five phases including a dog park, four pickleball courts, a bocce ball court, restroom facilities and a grass parking area. West Bay Club is located west of U.S. 41 off of Williams Road. No action is taken during public information meetings.

Estero Grande Parkside

Estero Grande is proposing a 198-unit apartment complex on a portion of its property west of U.S. 41 at Estero Parkway. The residential community will be called Estero Grande Parkside and will be located behind the 100,000-square-foot Estero Grande commercial development. The developer is seeking a zoning deviation to reduce the number of required parking spaces from 2 per unit to 1.75 per unit to allow more open space and to maximize stormwater management. The Estero Grande Parkside presentation may be viewed [here](#). No action is taken at public information meetings.

FBC Home Concept

FBC Home Concept, doing business as Countertops and More, has been operating a granite countertop sales center on a small (0.4-acre) property at 20170 S. Tamiami Trail between U.S. 41 and Trailside Drive. This property was formerly a used car lot and was leased by FBC Home Concept in 2015. The granite business was issued a zoning violation for not having the correct buffering for outdoor storage. Two residents spoke about the poor aesthetics of this property. The applicant is proposing to buffer with a six-

foot decorative granite wall and trees along U.S. 41. A variance is also being sought for a decreased setback to make this small property usable. The company's application may be viewed [here](#).

Ordinance Hearing

An ordinance is being proposed to amend the original ordinance which established the Design Review Board and the Planning and Zoning Board. Proposed revisions pertain to membership, quorums, ethics and conflicts of interest. The PZB voted to recommend Council approve this ordinance; it is subject to further revisions by Council at a later date.

DESIGN REVIEW BOARD ACTIVITIES



Aldi

Aldi representatives held a public workshop at the Design Review Board to present current plans for a 22,000-square-foot grocery store on the east side of U.S. 41 north of Walmart and Estero Parkway. The revised plan includes "right in/right out" access from U.S. 41. Other changes include an eight-foot wall on the eastern side of the building, a new pedestrian walkway, reduced

parking and enlarged columns on the exterior of the building. Four residents from neighboring communities spoke about traffic, safety and stormwater concerns.

ABC Fine Wine & Spirits

ABC Fine Wine & Spirits is planning to build a new 12,360-square-foot store at the Paradise Shoppes of Estero where the business is currently located west of U.S. 41 and south of Pelican Landing Drive. The presented design includes a Mediterranean pallet of colors with light taupe tile and cajun red awnings. Architectural and design plans for the store may be viewed [here](#).



Miromar Outlets Playland

Miromar Outlets is proposing to expand the existing play area and to add an interior climbing wall, outdoor seating, shade structures and a decorative bronze railing for containment. The new Playland would be 3,800 square feet and would be located at the northwest corner of the mall near the lake.

University Self Storage

University Highlands presented plans for a three-story, self-storage facility on a two-acre site on the west side of Ben Hill Griffin Parkway, south of Estero Parkway (across from Grandezza) in the Timberland & Tiburon master planned development. The facility would contain 725 storage units and 700 square feet of office space. The design indicates a color scheme of beige, cream and green with white awnings and shutters and a tile roof. Proposed hours of operation would be 10 a.m. to 8 p.m. The board recommending several design and landscaping improvements. The design presentation may be viewed [here](#).

Sunmart Gas Station

Sunmart gas station and convenience store is proposing to replace its existing monument sign with a code-compliant sign at its location on the east side of Tamiami Trail south of Corkscrew Road (next to Wendy's). The proposed sign design may be viewed [here](#).

Miromar Design Center

The Board approved the design of a monument sign for Miromar Design Center, located on the south side of Corkscrew Road east of Interstate 75. The sign was originally permitted by Lee County in 2015 but was never built. The approved sign design may be viewed [here](#).

COMPREHENSIVE PLAN

Village Council hosted a Comprehensive Plan workshop on Nov. 15 including discussion of Conservation & Coastal Management, Capital Improvements and Intergovernmental Coordination.

Major conservation objectives are:

- Plant and Tree Preservation
- Water Access and Quality
- Coastal Conservation
- Wildlife Preservation
- Resource Management and Efficiency
- Hazard Protection

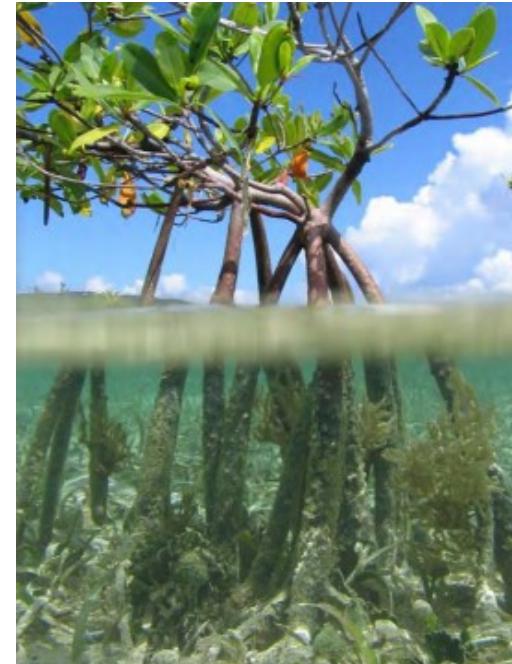
Major Capital Improvement objectives include:

- Level of Service (LOS) standards
- Concurrency management
- Public school coordination

Major objectives for Intergovernmental Coordination are:

- Government coordination with all agencies whose decisions impact the planning of the Village
- Water supply coordination and protection
- Education coordination

The presentation from the Comprehensive Plan workshop may be viewed on the [Village website](#).



ESTERO'S OCTOBER RESIDENTIAL AND COMMERCIAL BUILDING PERMITS

No articles on residential or commercial permits are included in this month's report due to the insignificant levels of permitting activity in October as a result of the hurricane.

Estero's Single-Family Home Sales Surge in October; 2017 Remains Strongest Year Since 2010

Despite the after effects of the hurricane, forty-seven (47) single family homes were sold in Estero in October, up 42% from October 2016. Year-to-date sales are up 8%. The five hundred twenty-three (523) 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 October 31, there were 387 listings of currently active, unsold homes (i.e., "inventory"). This is about a 7-month supply, down from levels early in the year, but unchanged from the last four months and near the levels in the second half of last year. Pending sales totaled 60 homes which is the lowest level of 2017, reportedly due to hurricane damage repairs.

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

Continued thanks to Joe Pavich, Sr. of Realty World in Estero 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 | | | |
| Dec | 53 | 65 | | | |
| Qtr 4 | 127 | 137 | | | |
| Yearly Totals | 595 | 590 | | | |
| Year-to-Date | 509 | 486 | 523 | 37 | 8 |

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").