

# CAMARGO NORTH MPD DESIGN GUIDELINES

## Project Overview

This document describes the intent of the applicant in developing the Camargo North MPD project, and proposes design guidelines by which the project will be constructed. The objective is to provide the Estero community and Lee County the assurance that this project will be developed to meet the language and intent of the Estero Plan, while allowing the developer the flexibility to market the project to tenants with varying uses, building types and size requirements. These guidelines apply to the commercial portions of the project site only.

Camargo North MPD is located on the northwest corner of U.S. Highway 41 and Pelican Sound Drive. The project is strategically nestled in the heart of Estero bounded by new commercial development, which will provide services, plazas and amenities to be enjoyed by all ages. The project architecture, layout and design will incorporate features exceeding both the current Lee County design guidelines, found in LDC Article IV, and the Estero Plan, Goal 19 of the Lee County Comprehensive Plan.

In developing the property, it is important to do so in accordance with the Lee County Comprehensive Plan (including Goal 19, the Estero Plan) and the development constraints presented with a 10.95-acre site. The following base postulations, as well as policies that influence this type of development, were utilized.

- The subject property is located at the intersection of an arterial roadway –U.S. Highway 41, and a minor collector, Pelican Sound Drive. Access locations on Pelican Sound Drive will align with locations previously approved with the development to the south. U.S. Highway 41 is a primary thoroughfare and can safely support commercial development.
- The proposed development site is within the Suburban Land Use category, which was designated for areas that are primarily residential but allow commercial development as neighborhood centers are necessary to promote the quality of life in these areas. Commercial development is limited to neighborhood centers and industrial development is not allowed. The Lee Plan projects less intense development in these areas, more characteristic of a suburban area.
- The intent of these design guidelines and standards is to meet and exceed the requirements of the Estero Plan.

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## Design Guidelines and Standards

The following design guidelines are intended to establish the standard with which this development will comply. The guidelines however, are intended to be flexible to allow for a more detailed analysis by the Lee County design review staff and the Estero Design Review Committee at the time of local development order.

- Camargo North MPD is planned as a functionally interrelated commercial site under unified control, subject to common guidelines and standards to ensure a quality development. All development will meet and enhance LDC Article IV, the Estero Design Guidelines.
- Camargo North MPD will be a fully integrated planned site, where attention to the overall site design is achieved by providing well designed and integrated vehicular use areas, pedestrian paths, a common or compatible architectural theme, unified signage, landscaping and lighting throughout the site.
- Camargo North MPD will be developed on a 10.95-acre site as part of the Estero Overlay that designates an area of architecturally attractive landscaped buildings that cater to the needs of the community.

## Architectural Standards

- Integrated and compatible Mediterranean architecture will be the building style or theme.
- Massing of building facades will be reduced by transitioning building heights, widths and colors, textures and adding architectural elements such as wall projections, loggias, canopies, corner towers, archways or columns, appropriately scaled for the public. Primary entry facades will have windows along no less than 15% of their horizontal length in addition to the primary entrance. These treatments will create visual interest and variety, while providing visitors to the project a pedestrian-friendly atmosphere. Building architectural styles shall be compatible and complimentary elements such as roof treatments, signage, landscaping and building materials and colors.

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- Each free-standing use will provide a visually appealing, articulated, identifiable path of entry for pedestrians and a separate path, similar in design for vehicles. This will apply to the internal drive to the site, from the site to the buildings themselves, and from U.S. Highway 41 to the free-standing use. The orientation of a building or structure upon a site will reflect not only the project's functionality, but will also be responsive to the individual parcel's characteristics and relationship to U.S. Highway 41.
- Building lighting design will complement the architectural style buildings. Lighting fixtures illuminating the parking area shall meet the design standards of Lee County Development Code Section 34-625 and Estero Guidelines in LDC Chapter 33, and shall be compatible with the building architecture.
- Landscaping: Landscape design guidelines for free-standing uses will create a harmonious and visually pleasing landscape that is cohesive and complimentary to the overall master landscape plan. The landscape concept will feature combinations of native plants and ornamental varieties, which will be designed to define and accent pedestrian and vehicular spaces, as well as enhance the building architectural style. Landscape designs will create a coherent theme, which emphasizes plant material as a primary unifying element. A Landscape Plan for the entire project perimeter buffer will be provided at the time of the first Development Order for the site.

## Building Design Treatment

Buildings will also provide a minimum of three of the following building design treatments:

- Canopies or portico, integrated with the buildings' massing and style
- Overhangs
- Raised cornice parapets over doors
- Arches

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- Ornamental and structural architectural details, other than cornices, which are integrated into the building structure and overall design
- Any other treatment, which, in the opinion of the Architect meets the intent of the design character

Building facades may include a repeating pattern and will include no less than two of the design elements listed below. At least one of these design elements may repeat horizontally.

- Color change
- Texture change
- Material module change
- Expression of architectural relief, through a change in plane of no less than 6 inches in width, such as a reveal, and offset or a projecting rib
- Architectural banding
- Pattern change

Roofs will meet at least two of the following requirements:

- Parapets will be used to conceal roof top equipment and flat roofs where required
- Where overhanging eaves are used, overhangs will be no less than 12 inches beyond the supporting walls with a minimum fascia of 8 inches
- Three-dimensional cornice treatment which will be a minimum of 12 inches in height with a minimum of two reliefs

Major anchor parcel buildings will have clearly defined, highly visible customer entrances which incorporates benches or other seating components and decorative landscape planters.

Exterior building colors and materials contribute significantly to the visual impact of a building.

Predominant exterior building materials will include, but are not limited to:

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- Stucco
- EFIS
- Architectural Block
- Tinted, textured, other than smooth or ribbed, concrete masonry units; or
- Natural Stone and/or Pre-cast Concrete

## Common / Public Areas

- Internal roadways will provide efficient vehicular circulation and will be designed with streetscapes that create pedestrian-friendly environments. Streetscape plans will be designed to establish a hierarchy of vehicular and pedestrian flow appropriate in scale and character with landscape improvements, street function and adjacent land uses with the intention of linking uses throughout the project.
- Project architectural features will be developed within common areas of the project and will be coordinated in the design, color and style. Architectural features shall be permitted throughout the site.
- Camargo North MPD will provide a variety of publicly accessible amenities such as bicycle racks, benches and trash receptacles, which will further the project's commitment to complement and enhance Lee County and Estero's Design Guidelines and serve to provide a sense of place for the community.
- A pedestrian way network shall be established throughout the project as shown on the Master Concept Plan. The pedestrian system will serve to link the various commercial areas of the site as well as the potential residential component. Any required breaks in the pedestrian network for vehicular access to the site shall be identified through use of treated surfaces, signage or other traffic calming techniques deemed appropriate to reduce the speed of vehicles and provide safe pedestrian movements throughout the site.

Pedestrian walkways will include architectural features such as fountains, courtyards, arbors or similar design features, and decorative landscape plantings. These pathways shall have a minimum unobstructed pedestrian way of 5 feet average width. Seating and decorative landscape planting shall be provided intermittently along the pathways and at all primary tenant entrances where appropriate.

Parking area pedestrian ways shall be located generally within the parking area as shown on the Conceptual Site Plan on the following page. This

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pedestrian way system will be designed to promote safe and convenient linkage from the parking area to the entire project. Vehicular crossings will be identified with signage, landscaping and clearly marked through use of varied pavement treatment and other traffic calming techniques. This pedestrian way system shall be a minimum of 4 feet in width, with paver, stamped concrete or banded concrete pedestrian pathway. This pedestrian pathway will feature canopy trees or palms with ground level landscape plantings. Canopy trees or palms shall be planted along the pedestrian way system and shall be a minimum 12 feet high with a 6 foot spread for canopy trees and equivalent specification for shade palms at the time of planting.

## Landscape Standards

The attached Native Plant Lists are provided to present a specific plant palette for perimeter buffers, native re-vegetation, preserve enhancement and satisfy LDC native plant requirements. Any non-native landscape material use shall be allowed under the LDC and will be used to provide additional color and texture for areas to be enhanced such as main vehicular and pedestrian entries, circulation routes, building perimeter plantings and pedestrian amenity open space.

- Buildings along U.S. Highway 41 will be designed in accordance with LDC Article IV; the setback requirements for the Estero Overlay. Trees may be clustered to allow view corridors to internal buildings.
- Perimeter trees may be clustered to allow view corridors to internal buildings. Sidewalk improvements may be made (subject to FDOT review and utility conflicts) to create a landscape area between the edge of the pavement of U.S. Highway 41 and the sidewalk.
- Where an access road for a drive-thru is located along U.S. Highway 41 within 75 feet of the right of way line, the developer must maintain a maximum 25 foot building setback from the U.S. Highway 41 right-of-way, with a landscaper buffer to obscure the drive areas as well as the vehicles. Trees may be clustered to allow view corridors to internal buildings.
- The height of required trees within buffers shall be 12 feet overall in height. Canopy trees shall have a 6 foot canopy spread at the time of planting.
- Sidewalks, signage, water management systems, drainage structures, project architectural features, lighting and utilities will be permitted within perimeter landscape buffers.

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- Perimeter landscape berms located within the Camargo North MPD boundary and contiguous to a property line and/or right-of-way line may be constructed such that they encroach into the right-of-way when approved by the applicable owner or agency.
- The developer and adjacent landowners endeavor to provide a unified homogenous landscape and entry feature for Pelican Sound Boulevard. The entry feature will be designed to compliment the Camargo North MPD project.
- Per LDC Sections 34-1042 thru 34-1047, internal landscaping will be provided to minimize hardscaped areas, both visually and physically, accentuate entryways, define pedestrian areas and enhance the pedestrian walkway system.

## Signage

- All signs shall be of consistent architectural style and shall feature like building materials and sign structures. Sign structures will be uniform in size, color and building material.
- All signs will comply with the land development code sign guidelines at the time of the issuance of the sign permit.