



## Project Overview

This document describes the intent of the applicant in developing the Paradise Shoppes of Estero project, and proposes design guidelines by which the project will be constructed. The objective is to provide the Estero community and Lee County the assurances 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.

The Paradise Shoppes of Estero project is located on the northwest corner of U.S. Highway 41 and Williams Road. 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 located at the northwest corner of U.S. Highway 41 and Williams Road 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 22-acre site at this location. 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 two secondary roadways –Williams Road and Pelican Sound Boulevard. Access driveways are evenly distributed among the complementary roadways. U.S. Highway 41 is a primary thoroughfare and can safely support commercial development.

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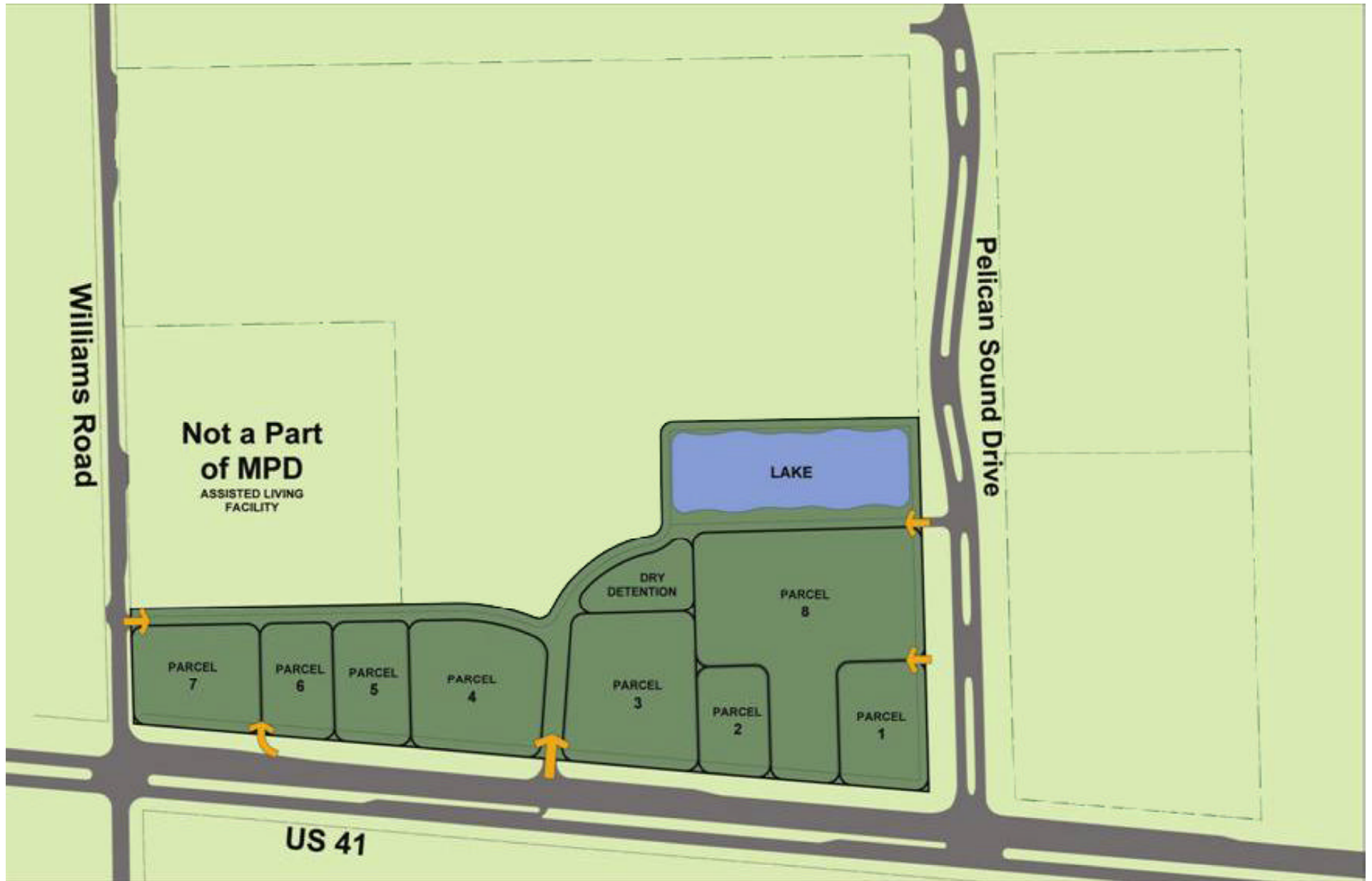
- The proposed development site is within the Suburban land use category, which was designated for areas that are primarily residential but allow commercial development as neighborhood centers are necessary to promote the quality of life in these areas. Commercial development is limited to neighborhood 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, yet allowing for the development of a large commercial project containing one or more major anchors.

## 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 development review staff and the Estero Development Review Committee at the time of local development order.

- The Paradise Shoppes of Estero 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.
  - The Paradise Shoppes of Estero 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.
  - The Paradise Shoppes of Estero will be developed on a 22-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.
- A. **Vista Areas – Parcels 1-7** *(See Illustration on following page)*
- **Architectural Standards:** The Vista Areas will feature an integrated and compatible Mediterranean architectural building style or theme. Massing of building facades will be

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Parcel Map

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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 10% 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.

- Each free-standing use will provide a visually appealing, articulated, identifiable path of entry for pedestrians and vehicles for 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 be architecturally treated in the style of the building architecture. Lighting fixtures illuminating the parking area shall meet the design standards of Lee County Development Code Section 34-625 and shielded to eliminate light intrusion crossing the property line when abutting residential and assisted living facility uses.
- 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 Paradise Shoppes of Estero 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. Where possible, existing native trees will be incorporated into the site plan to add character to the pedestrian/open space areas and enhance buffer and perimeter areas. A Landscape Plan for the entire project perimeter buffer will be provided at the time of the first Development Order for the site.

## B. Anchor Parcel – Parcel 8

- The Anchor Parcel will accommodate one or several commercial uses. The on-site pedestrian system will connect the Anchor Parcel to the adjacent Vista Parcel paralleling U.S. Highway 41 and the buildings of the Anchor Parcel will be designed to compliment the Vista Parcels. The parking area will be designed to minimize hardscaped areas, visually and physically.
- Architectural Standards: The Anchor Parcel will feature an integrated and compatible Mediterranean vernacular architectural building style or theme, which will also be incorporated into the Vista Parcels and all other free-standing uses. Buildings will have architectural features and patterns that provide visual interest from the perspective of the pedestrian, reduce massing aesthetic and be site responsive. Facades will be designed to reduce the mass/scale and uniform monolithic appearance of large adorned walls, while providing visual interest that will be consistent with the center's identity and character through the use of articulation, detail and scale. Articulation is accomplished by varying the building's mass in height and width so that it appears to be divided into distinct massing elements and details that can be perceived at the scale of the pedestrian. (See illustration on the following page)

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

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

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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



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Roof 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:

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

Customer parking for the Anchor Parcel will be in accordance with Section 34-1046 Design Standards, Item 7. In addition to Item 7, customer parking will be located in front of the Anchor Parcel building.

## C. 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.

- The Paradise Shoppes of Estero 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 Conceptual Site Plan on the following page. The pedestrian system will serve to link Anchor and vista areas with freestanding uses at the perimeter of the project site, by providing a landscaped walkway protected from vehicular traffic movement. 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.
  - The anchor parcel/building area pedestrian way shall be a wide intermittently covered walkway, featuring concrete surfaces which may be paved, tiled, etc. This pedestrian way will include architectural features such as fountains, courtyards, arbors or similar design features, and decorative landscape plantings. This pathway shall have a minimum unobstructed pedestrian way of 5 feet average width. Seating and decorative landscape planting shall be provided intermittently along the pathway and at all primary tenant entrances where appropriate.
  - The parking area pedestrian way shall be located generally within the parking area as shown on the Conceptual Site Plan on the following page. This 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 4 foot spread for canopy trees and equivalent specification for shade palms at the time of planting.
  - The perimeter pedestrian way system is designed to link free-standing uses with the parking and vista area pedestrian way as shown on the Conceptual Site Plan on the following page. Vehicular crossings will be identified with signage, landscaping and clearly marked through uses of varied pavement treatments or other traffic calming techniques.

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Conceptual Site Plan: Vehicular Circulation

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Conceptual Site Plan: Pedestrian Circulation

## Landscaping

### A. General

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.

### B. Perimeter

- 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. Where possible, native trees will be preserved and incorporated into the perimeter buffer areas for screening and aesthetic enhancement of the project.
- Where parking or service areas along U.S. Highway 41 are located within 75 feet of the right of way line, the developer must maintain a minimum 30 foot setback for parking or service areas from the U.S. Highway 41 right-of-way, with a landscaped berm to obscure the parking areas as well as the vehicles. Trees may be clustered to allow view corridors to internal buildings. Where possible, native trees will be preserved and incorporated into the perimeter buffer areas for screening and aesthetic enhancement of the project. Further, 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. Where possible, native trees will be preserved and incorporated into the perimeter buffer areas for screening and aesthetic enhancement of the project. Further, sidewalk improvements may be made to create a landscape area between the edge of the pavement of U.S. Highway 41 and the sidewalk (subject to FDOT review, utility conflicts and spacing issues).
- Where buildings along Williams Road or Pelican Sound Boulevard are designed such that parking areas are in front of the building, an enhanced 30 foot buffer consisting of a minimum ten (10) trees and thirty (30) shrubs per 100 linear feet, will be installed at the time of development with

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a  $\pm 2$  feet undulating landscaped berm, to adequately screen parking areas from view (Typical Section B). This is not intended to block visual corridors to the buildings, but is intended to screen parking areas. Trees may be clustered to allow view corridors to internal buildings. Where possible, native trees will be preserved and incorporated into the perimeter buffer areas for screening and aesthetic enhancement of the project.

- The height of required trees within buffers shall be 12 feet overall in height. Canopy trees shall have a 4 foot canopy spread at the time of planting.
- Landscape buffers, berms, fences and walls, where applicable, must be constructed along the perimeter of the Paradise Shoppes of Estero boundary concurrent with site development within each vista area or anchor parcel respectively.
- Sidewalks, signage, water management systems, drainage structures, project architectural features, lighting and utilities will be permitted within perimeter landscape buffers.
- Perimeter landscape berms located within the Paradise Shoppes of Estero 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 Paradise Shoppes of Estero project.

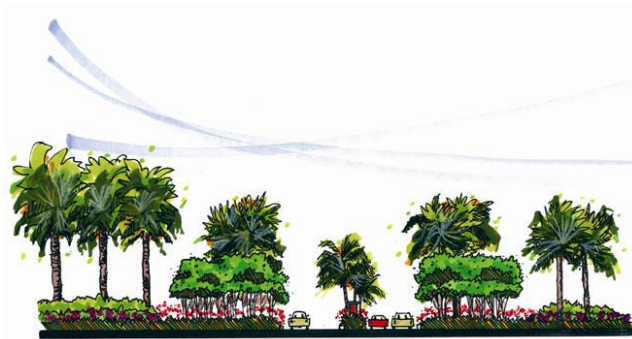
## C. Internal

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. In all landscaped areas, existing native trees will be preserved.

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U.S. 41      Parking/Pedestrian/U.S.      Retail Shops Entrance  
41 Circulations



Entrance from U.S. 41



Creation of Focal Points

## Signage

- A. 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.
- B. All signs will comply with the land development code sign guidelines at the time of the issuance of the sign permit.

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## RECOMMENDED PLANTS - Native Trees (Med. & Large)

(The Plants Listed Range from Zones 9, 10 and 11)

<b>Botanical Name</b>	<b>Common Name</b>	<b>Botanical Name</b>	<b>Common Name</b>
<i>Acacia choriophylla</i>	Cinnecord	<i>Juniperus silicicola</i>	Southern Red Cedar
<i>Acacia farnesiana</i>	Sweet Acacia	<i>Juniperus virginiana</i>	Red Cedar
<i>Acer rubrum</i>	Red Maple	<i>Laguncularia racemosa</i>	White Mangrove
<i>Acer saccharum</i> subs. <i>Floridanum</i>	Florida Maple	<i>Liriodendron tulipifera</i>	Tulip Poplar
<i>Annona glabra</i>	Pond Apple	<i>Magnolia grandiflora</i>	Southern Magnolia
<i>Betula nigra</i>	River Birch	<i>Magnolia virginiana</i>	Sweet Magnolia
<i>Bourreria succulenta</i>	Strongbark	<i>Morus rubra</i>	Red Mulberry
<i>Bursera simaruba</i>	Gumbo Limbo	<i>Myrcanthes fragrans</i>	Simpson Stopper
<i>Celtis laevigata</i>	Sugarberry	<i>Nyssa sylvatica</i>	Black Gum
<i>Cercis canadensis</i>	Red Bud	<i>Persea palustris</i>	Florida Red Bay
<i>Chionanthus virginicus</i>	White Fringetree	<i>Pinus elliottii</i>	Slash Pine
<i>Chrysobalanus icaco</i>	Cocoplum	<i>Pinus elliottii</i> 'densa'	South Florida Slash Pine
<i>Chrysophyllum oliviforme</i>	Satin Leaf	<i>Pinus palustris</i>	Longleaf Pine
<i>Citharexylum spinosum</i>	Fiddlewood	<i>Pinus taeda</i>	Loblolly Pine
<i>Clusia rosea</i>	Pitch Apple	<i>Piscidia piscipula</i>	Jamaica Dogwood
<i>Cocoloba diversifolia</i>	Pigeon Plum	<i>Plantanus occidentalis</i>	Sycamore
<i>Cocoloba uvifera</i>	Seagrape	<i>Prunus angustifolia</i>	Chickasaw Plum
<i>Conocarpus erectus</i>	Buttonwood	<i>Prunus caroliniana</i>	Cherry Laurel
<i>Cordia sebestena</i>	Geiger Tree	<i>Prunus myrtifolia</i>	West Indian Cherry
<i>Cornus florida</i>	Dogwood	<i>Quercus alba</i>	White Oak
<i>Diospyros virginiana</i>	Persimmon	<i>Quercus falcata</i>	Southern Red Oak
<i>Eugenia axillaris</i>	White Stopper	<i>Quercus laurifolia</i>	Laurel Oak
<i>Eugenia confusa</i>	Redberry Stopper	<i>Quercus michauxii</i>	Swamp Chestnut Oak
<i>Eugenia foetida</i>	Spanish Stopper	<i>Quercus nigra</i>	Water Oak
<i>Eugenia rhombea</i>	Red Stopper	<i>Quercus shumardii</i>	Shumard Oak
<i>Gordonia lasianthus</i>	Loblolly Bay	<i>Quercus virginiana</i>	Live Oak
<i>Gualacum sanctum</i>	Lignum Vitae	<i>Rhizophora mangle</i>	Red Mangrove
<i>Gymnanthes lucida</i>	Crabwood	<i>Salix caroliniana</i>	Coastal Plain Willow
<i>Hibiscus tiliaceus</i>	Mahoe	<i>Sapindus saponaria</i>	Wingleaf Soapberry
<i>Ilex cassine</i>	Dahoon Holly	<i>Schaefferia frutescens</i>	Florida Boxwood
<i>Ilex opaca</i>	American Holly	<i>Sideroxylon foetidissimum</i>	Mastic
<i>Ilex vomitoria</i>	Yaupon Holly	<i>Sideroxylon salicifolium</i>	Willow Bustin
<i>Ilex x attenuata</i>	East Palatka Holly	<i>Swietenia mahagoni</i>	Mahogany
<i>Jacquinia keyensis</i>	Joewood	<i>Taxodium distichum</i>	Bald Cypress
		<i>Ulmus alata</i>	Winged Elm
		<i>Ulmus americana</i> var. <i>floridana</i>	Florida Elm
		<i>Viburnum obovatum</i>	Walter's Viburnum

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## RECOMMENDED PLANTS - Native Shrubs

(The Plants Listed Range from Zones 9, 10 and 11)

<b>Botanical Name</b>	<b>Common Name</b>	<b>Botanical Name</b>	<b>Common Name</b>
<i>Ardisia escallonioides</i>	Marlberry		
<i>Baccharis halimifolia</i>	Saltbush		
<i>Callicarpa americana</i>	Beautyberry		
<i>Capparis cynophallophora</i>	Jamaican Caper		
<i>Cassia ligustrina</i>	Privet Cassia		
<i>Cephalanthus occidentalis</i>	Buttonbush		
<i>Clethra alnifolia</i> 'Ruby Spice'	Sweet Pepperbush		
<i>Cordia globosa</i>	Bloodberry		
<i>Cyrilla racemiflora</i>	Titi		
<i>Dodonaea viscosa</i>	Varnishleaf		
<i>Erithalis fruticosa</i>	Black Torch		
<i>Ernodia littoralis</i>	Beach Creeper		
<i>Erythrina herbacea</i>	Coral Bean		
<i>Foresteria segregata</i>	Florida Privet		
<i>Genipa clusiifolia</i>	Seven-Year-Apple		
<i>Hamelia patens</i>	Firebush		
<i>Hypericum</i> spp.	St. John's Wort		
<i>Illicium floridanum</i>	Florida Anise		
<i>Itea virginica</i>	Virginia Sweetspire		
<i>Iva frutescens</i>	Marsh Elder		
<i>Lantana involucrata</i>	Native White Lantana		
<i>Licania michauxii</i>	Gopher Apple		
<i>Lyonia lucida</i>	Fetterbush		
<i>Myrica cerifera</i>	Wax Myrtle		
<i>Opuntia</i> spp.	Prickly Pear		
<i>Psychotria nervosa</i>	Wild Coffee		
<i>Randia aculeata</i>	White Indigo Berry		
<i>Rapanea punctata</i>	Myrsine		
<i>Rivina humilis</i>	Rouge Plant		
<i>Sambucus simpsonii</i>	Elderberry		
<i>Scaevola plumieri</i>	Scaevola		
<i>Sophora tomentosa</i>	Necklace Pod		
<i>Stachytarpheta jamaicensis</i>	Blue Porterweed		
<i>Styrax americanus</i>	Snowbell		
<i>Suriana maritima</i>	Bay Cedar		
<i>Yucca aloifolia</i>	Spanish Bayonet		
<i>Zamia pumila</i>	Coontie		

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## RECOMMENDED PLANTS - Native Grasses

(The Plants Listed Range from Zones 9, 10 and 11)

<b>Botanical Name</b>	<b>Common Name</b>	<b>Botanical Name</b>	<b>Common Name</b>
Andropogon brachystachys	Shortspike Bluestem		
Eragrostis elliotii	Elliot Love Grass		
Eragrostis spectabilis	Purple Love Grass		
Muhlenbergia capillaris	Muhly Grass		
Sorghastrum secundum	Lopsided Indiangrass		
Spartina bakeri	Sand Cordgrass		
Tripsacum dactyloides	Fakahatchee Grass		
Tripsacum floridanum	Florida Gamma Grass		
Uniola paniculata	Sea Oats		

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## RECOMMENDED PLANTS - Native Ferns

(The Plants Listed Range from Zones 9, 10 and 11)

<b>Botanical Name</b>	<b>Common Name</b>	<b>Botanical Name</b>	<b>Common Name</b>
Acrostichum danaeifolium	Leather Fern		
Blechnum serrulatum	Swamp Fern		
Ctenitis sloanei	Florida Tree Fern		
Nepherolepis spp.	Swordfern/Boston Fern		
Osmunda regalis	Royal Fern		
Pteridium aquilinum	Bracken		

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## RECOMMENDED PLANTS - Native Aquatics

(The Plants Listed Range from Zones 9, 10 and 11)

<b>Botanical Name</b>	<b>Common Name</b>	<b>Botanical Name</b>	<b>Common Name</b>
<i>Canna flaccida</i>	Yellow Canna		
<i>Equisetum</i> spp.	Horsetail		
<i>Juncus effusus</i>	Soft Rush		
<i>Nuphar luteum</i>	Spatterdock		
<i>Nymphaea odorata</i>	White Water Lily		
<i>Pontederia lanceolata</i>	Pickereelweed		
<i>Sagittaria</i> spp.	Arrowhead		
<i>Scirpus</i> spp.	Giant Bulrush		
<i>Thalia geniculata</i>	Alligator Flag		