



Fort Myers River District

Publix Grocery Store

Outstanding New Building Project



Overall Layout – Publix Grocery Store

Building & Parking Solutions



Fort Myers River District

Publix Grocery Store Features

Front of Publix

Parking Lot

Covered Loading Dock - Front

Covered Loading Dock - Side

Enclosed Back Service Area

Retail

Electric Behind Doors



Proximity to Residential High-Rises



Building the **Publix Grocery Store** in close proximity to existing high-rise residential towers, such as the retirement community above, and close to projects already under construction like **High Point Place**, right as seen from the **Publix** parking lot, **helped spur the planning of other new high-rise communities.**



Back of Store – Scenic Highway



The main road where the **Publix** is located is a scenic, **historic highway**, as designated by the State of Florida in 1975. This fact was an issue that **dictated innovative design features** like the covered loading dock, decorated back wall façade, the parking lot in the middle of the block, and the use of mature landscaping.



Covered Loading Dock



The enclosed, covered loading dock is a **unique solution to the visual and sound protection needs** of the surrounding residential neighborhoods, including the attractive roof view from above that high-rise tower residents experience on a daily basis.



Townhomes & Retail Liner Buildings

Parking Lot Screening

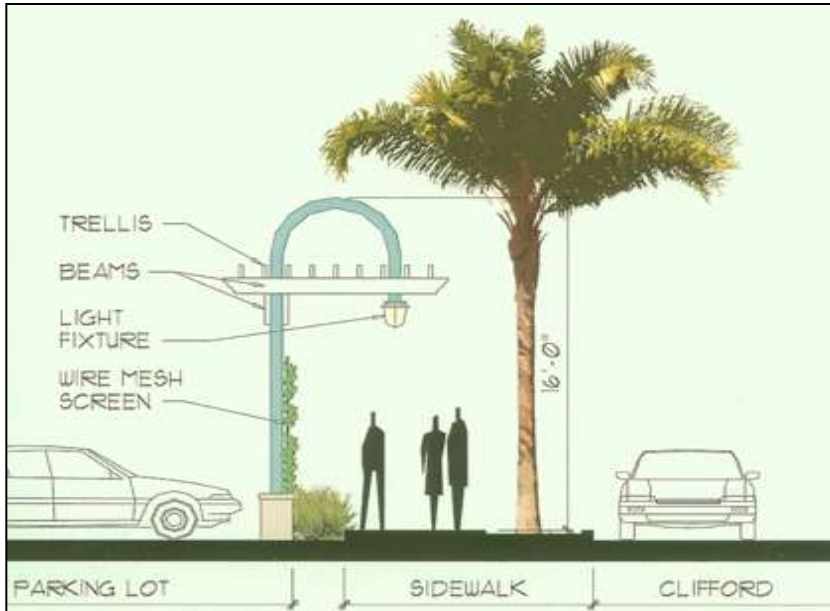


Acting as a **parking lot screening as well as attracting residents and shoppers**, townhomes and retail buildings line the north and west sides of the **Publix** site. The townhomes, left, face the northern access road from the historic core area, First Street; their design complements the original city buildings while hiding the lot from view, center. Retail shops and restaurants line the west side of the parking lot and **Publix** building, and include national chains like **Subway**, **Edy's We Scream for Ice Cream**, and **First Watch**.



Trellis System

Parking Lot Screening



Additional parking lot screening that **promotes pedestrian traffic** is a trellis along the east side, consisting of a trellis, beams with a light fixture, wire mesh screen with vines, a brick sidewalk, and mature palms.



Design Details



Inviting features flow through the enhanced design, including lush landscaping in the water detention area on the east side of the building, above left; the planters with built-in benches placed in arched porticos with tiled stone and terracotta backdrops, above center and right; and curvilinear plant beds with simple silver metal outdoor furniture in the northern seating area along First Street, below.



Promoting an Active Community



Whether pushing a cart, arriving by taxi, or parking the bike, above left; walking to the store from home, above right; meeting with neighbors in front of the store, below left; or pedaling recyclables to the bins in front of the store, below right, the Fort Myers River District **Publix** design **promotes an active community**.

