

# WEST END AT CITY WALK

Outstanding Housing Project



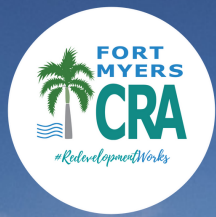


Before

# WEST END AT CITY WALK





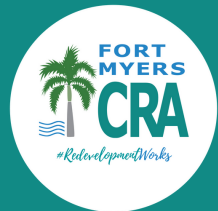


After

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The project is located on a State of Florida designated scenic, historic highway, McGregor Boulevard, and it needed to be a highly-attractive and historically-sensitive addition to the area.

- The parking garage is encased by the apartment buildings themselves, so that the only portion seen from McGregor Boulevard is its entrance—which is enhanced by two murals of local historic visitors, Thomas Alva Edison and Henry Ford, whose winter homes are blocks away.
- Additional sculptures and landscape pieces by local and regional artists extend the reach of the downtown Fort Myers' public art initiative to the “West End” of downtown.
- The Amenity Building was designed with arches reflecting a Mediterranean style, with rows of palm trees emulating the palm trees lining both sides of McGregor Boulevard.
- The developer was granted separate CRA funding for streetscape improvements including brick paver walkways, which are a signature of the Downtown redevelopment area



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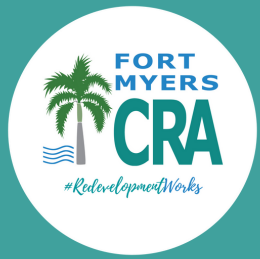


## Exterior Design

A clean modern look is enhanced by rows of palm trees reflecting those lining historic McGregor Boulevard upon which West End at City Walk sits.







Apartments

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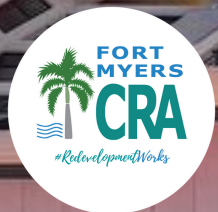




Resident Amenities

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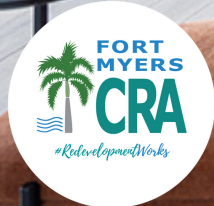
The resort style swimming pool is enhanced by lush landscaping





## AMENITY CENTER WEST END AT CITY WALK

Design of West End at City Walk's Amenity Center is open, inviting, and geared toward developing a sense of community between residents.







## AMENITY CENTER WEST END AT CITY WALK

1

Entertainment Kitchen

2

Gameing Center

3

Virtual Golf

4

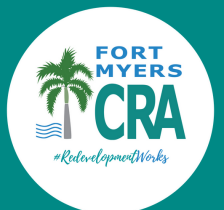
Coworking Spaces

5

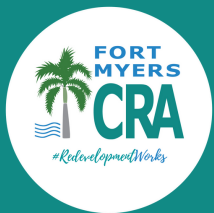
Entertainment Kitchen

6

e-Lounge







## PUBLIC ART WEST END AT CITY WALK

Two large duotone murals, lining the entrance to the enclosed parking garage structure, honor local winter residents, Thomas Alva Edison (American inventor and businessman) and Henry Ford (American industrialist, founder of the Ford Motor Company, and chief developer of the assembly line technique of mass production). Located just blocks from West End at City Walk, Edison and Ford's winter homes are the main tourist attraction of the region, attracting more than 200,000 visitors per year.

The West End Infinity Sculptures seek to mobilize Fort Myers citizens and visitors to challenge conventional thinking and understand the intrinsic value of exercising creative license within this dynamic community.

The bulbs are composed of inspiration words cut at length and welded into the contours of the bulb. The surrounding community submitted the individual words used to create the sculpture.



**Above,** murals pay tribute to the area's most famous snowbirds, Thomas Edison & Henry Ford.

**Right & Below,** Artist Ya La'Ford designed The Bulb sculptures for the the project's entrance with input by the surrounding community.

