

REAL ESTATE

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COURTESY RENDERING

This rendering shows Prima Luce, which will consist of two 22-story towers that will sparkle along the Caloosahatchee, a short walk from the historic Burroughs Home.

Prima Luce will offer downtown living, river view from every unit

BY GLENN MILLER

Florida Weekly Correspondent

Eric Rovner of Cape Coral and LouAnne Berg of Hudson, Wis., can see the future.

They know what will sprout on what is now a roughly two-acre patch of dirt on the Caloosahatchee River, just half a mile east of the heart of downtown Fort Myers. Their future homes will rise on that sun-speckled shore, at 2631 First Street.

Although all that stands on that spot now is a construction trailer, work is expected to begin by the end of the year on two 22-story towers that will sparkle along the Caloosahatchee a short walk from the historic Burroughs Home.

It is called Prima Luce, which is Italian for first light. It will be the next development of the MacFarlane Group, which is the developer behind other signature riverfront properties in Fort Myers — Beau Rivage, St. Tropez and the Riviera as well as Campo Felice, the

renovation of the 24-story former Amtel Hotel that is being transformed into a senior residence.

For Mr. Rovner and Ms. Berg, Prima Luce is something else entirely, something different from anything else in downtown Fort Myers, from any condo tower on either end of the River District. Dozens of restaurants are only about a mile or so away from Prima Luce. There's Florida Repertory Theatre and the Sidney & Berne Davis Art Center and a library and art walk and music walk.

"There's so much to do," Ms. Berg said.

There will also be numerous activities on the Prima Luce property for residents of the 220 units such as Ms. Berg. There will be a pool, fitness center, gazebos, two piers jutting into the river, covered parking in a six-story garage that will be nestled between the towers and First Street.

And every unit in Prima Luce will have a water view.



"Water is mesmerizing and calming," Ms. Berg, 65, said.

Ms. Berg said she did "a lot" of searching on Zillow before settling on Prima Luce, which has 325 feet of river frontage.

It has just about everything Ms. Berg is looking for in a new home except one thing — golf.

"And I can drive to golf," said Ms. Berg, who likes the idea of being within walking distance of restaurants and art walk and music walk and car shows and all the other activities that make downtown Fort Myers vibrant.

Mr. Rovner and his wife, Lisa, were considering another downtown condo.

"Until I saw Prima Luce," Mr. Rozner said.

The vivid renderings and the location and amenities convinced them their downtown Fort Myers plan had to include moving into a place that hasn't even broken ground yet. Groundbreaking will likely occur in December for the buildings designed in a style the company describes as "contemporary-transitional architectural design."

Then, in about two years, Eric and Lisa will be able to walk to coffee shops and restaurants either along First Street or a planned 15-foot wide river walk that is in the plans.

The decision between Prima Luce and another condo, any other downtown condo, was easy for the Rozners.

"We just said it's a no-brainer," Mr. Rozner said.

Oh, and then there will be that view from their fifth-floor three-bedroom

SEE PRIMA LUCE, B14 ►

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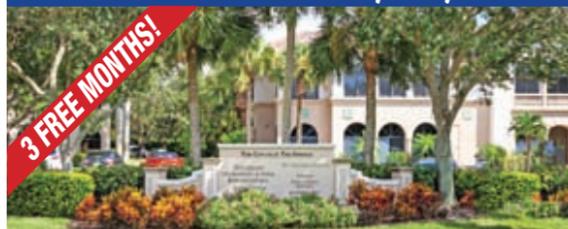
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