

# Campo Felice welcomes first residents

By Andrea Stetson, Special to The News-Press    Published 6:24 a.m. ET Sept. 9, 2017



(Photo: Andrea Stetson/Special to The News-Press)

There's little left of the old pink colored Sheraton Hotel that hovered over the Caloosahatchee River for decades. When the MacFarlane Group LLC decided to make sweeping changes, they gutted the building from the top down.

What is now in its place is a white colored, luxury waterfront independent living senior living community called "Campo Felice."

This month the first residents will be moving into a place that they say has it all.

"It's got a beautiful view," Xavier "X" Fernandez began. "Everything is there. I can walk without needing a car. The restaurants are there, the pool is there, the fitness is there, the spa is there. And then they will take you by car to any doctor within 10 miles. You can get a car to the post office, church, and, of course, the library is kitty-corner so to me it simplifies life."



©DISNEY

There are 322 apartments at Campo Felice. Many of the apartments overlook the marina and Caloosahatchee River. (Photo: Andrea Stetson/Special to The News-Press)

Campo Felice (pronounced CAMP-oh fel-E-chey) named after a small town in Sicily has 322 apartments in eight, one- and two-bedroom floor plans. The apartments range in size from 575 to 933 square feet. Some have a river view and others have a city view.

Prices range from \$1,900 to about \$4,000 a month and include an extended continental breakfast and camp dollars to spend on additional food items.

"It is independent living for your active aging adult," said Heather Battey, executive director. "It is for people who want to downsize. It is definitely

reimagined. We have a ton of amenities."



**A saltwater, zero-entry pool is one of the amenities at Campo Felice. (Photo: Andrea Stetson/Special to The News-Press)**

Those amenities include a saltwater pool with zero-entry, 49-seat movie theater with surround sound, room service, valet parking, full concierge, poolside bar service, four restaurants, a full gym and fitness studio, salon, spa, library, media center, gift shop, yoga studio, bocce, game room, billiards room and a dog park called Central Bark. It also includes weekly housekeeping and the laundering of bedding. Residents get free transportation to doctors, the post office grocery store and more.



**A dog park and bocce courts are a couple of the amenities at Campo Felice. (Photo: Andrea Stetson/Special to The News-Press)**

Marty Moore can't wait to move in. She was one of the first people to put down a deposit.

"I love the water," she began. "I am a cruiser. I have been on boats all my life. To be able to look at that river, this will be my cruise ship."

Moore, who has lived in Fort Myers for 14 years, said she had been looking for the right independent living place to move for the past two years.

"Many of these places you have to buy in and it is very expensive," she said. "That was one of the things I liked about it. It is just a rental."

She said the movie theater is one of the things she is most looking forward to. She is also excited about not having to prepare meals.

"I can cook if I want to, but I don't have to there," she said. "They have gourmet meals."

She already had a sampling of the food.

"They had chocolate mousse for dessert and it was so good I could lick the bowl," she gushed.

Moore said another amenity she is looking forward to is the valet parking.

"They will park your car and bring your groceries up for you," she explained.

Lifestyle is another reason why she is moving into Campo Felice. Moore wants the socialization that comes with living in a place with so many amenities.

"I just thought it was time," she said. "I am walking in. I am not going in on a cane. This is a good time to go into a place like that. I feel like it is a new adventure for me. I am very excited. It has everything I have ever wanted."

Rebekah MacFarlane Barney, chief operating officer, said the biggest thing that sets Campo Felice apart from its competition is the location.



**Many of the apartments overlook the marina and Caloosahatchee River.** (Photo: Andrea Stetson/Special to The News-Press)

"It is about location," she stressed. "If you look at the other communities, they are along thoroughfares. We are in a walkable community. There are 63 restaurants, theater, shopping. We have access to so much city life, and you can't beat the views."

"We are in a great area downtown. There is nothing else like it here," Battey added.

Future residents are also touting the benefits of the location.

Moore volunteers at the Florida Repertory Theatre and will be able to walk there from her new apartment.

"I am excited to be downtown," she said. "There is a lot going on down there."

Battey said Campo Felice already has 110 reservations for its first residents.

Campo Felice is just one of many projects by the MacFarlane Group. Company Principal Robert MacFarlane helped jump-start the revitalization of downtown Fort Myers by building the Beau Rivage, Riviera, St. Tropez and the upcoming Prima Luce.

While Campo Felice is only for independent living, the MacFarlane Group plans to continue their reign in the community with the upcoming construction of an on-site assisted living building on the corner of First and Fowler streets.