

COCONUT POINT®
A SIMON MALL



10 .14 .2025

Coconut Point Design Review Guidelines Analysis

Key Current Criteria Color Palette Excerpts from Coconut Point Design Review Guidelines:

Part 2 Architecture

II. 2. Architectural Components – Color Palette

Façade colors at Coconut Point shall be low reflectance and subtle, neutral, warm white or cream color and earth tone colors. Building trim and accent areas may feature lighter or darker saturated colors within an earth tone palette. The use of high intensity colors, metallic colors, black or fluorescent colors is prohibited.

III. 1. B Secondary and Service Retail

Facade materials should be aesthetically pleasing and compatible with materials and colors used in Mediterranean Revival style architecture and in harmony with the neighborhood.

Estero, Florida – Land Development Code Analysis

Key excerpts from Chapter 5, Section 5-7

Table 5-7.03.A.1.D: Mediterranean Revival Style Characteristics

Exterior - Walls are stucco and colored with richness, variety, and multiple methods of application. Window and door surrounds are minimal and are made of stucco or stone.

5-7.06 Building Design Standards

D. Exterior Building Color.

- 1. Exterior building colors shall be neutral, warm earth tones or subdued pastels. White or gray are prohibited as a predominant color. Where applicable, brightly colored trims, cornices, or columns may be used to create a special effect or setting. However, these contrasts shall create a harmonious impact, complementing the principal structure as well as existing surrounding building structures.*
- 2. Brighter colors can be utilized to create focal points of interest in locations including on doors, windows, and architectural details.*
- 3. Buildings shall not exceed three colors on one architectural detail in composite.*
- 4. Contrasting accent colors of any wall, awning, or other feature shall be limited to no more than ten percent of the total area for any single façade.*

E. Exterior Building Materials.

- 1. Exterior building materials contribute significantly to the visual impact of a building on the community. They shall be well-designed and integrated into a comprehensive design style for the project. The following exterior building materials cannot be used on more than ten percent of the building façade area:*
 - A. Corrugated or reflective metal panels;*
 - B. Tile (prohibition does not apply to roofs);*
 - C. Smooth, scored, or rib-faced concrete block;*
 - D. Any translucent material, other than glass; or*
 - E. Any combination of the above.*

G. Windows.

- 1. Windows shall not appear to be false or applied.*
- 2. Along roads, 60 percent of the nonresidential ground floor façade shall be designed with windows to provide some visual interest for pedestrians and to support the crime prevention principle of eyes on the street.*



Existing red tile roofs with beige cornice and accents



Mediterranean Revival earth tones



Palette concept

Main facades: soft warm shades of white, cream and beige.



Alabaster
SW 7008



1

Moderate White
SW 6140



2

Accessible Beige
SW 7036



3

Tony Taupe
SW 7038



4

Pavestone
SW 7642



5

Primary Field

Secondary Field

Pavilion Beige
SW 7512



6

Trim

Urbane Bronze
SW 7048



7

Accent

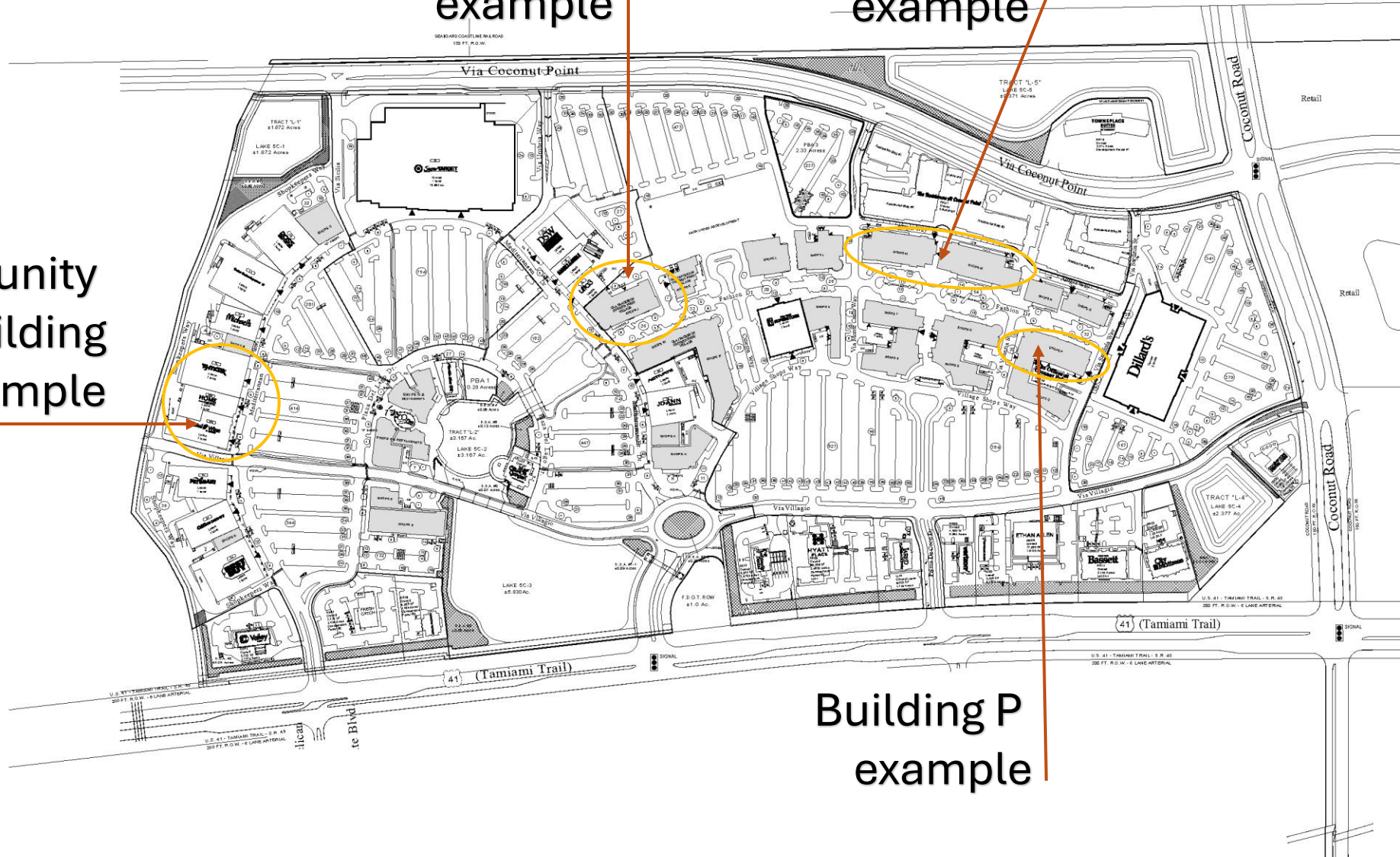


Existing Tile
roofs

Building J
example

Building M1/M2
example

Community
Building
example



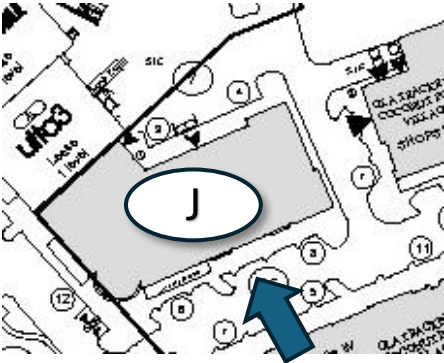
Building P
example



existing

RETAIL SHOP J

Paint colors shown in photo renderings are proposed. The concepts show the variety of color tones, shade differences and trim color.



- 5
- 7
- 2
- 6
- 7
- 2
- 1
- 3
- 4
- 6
- 3



proposed



existing



proposed

RETAIL SHOP J

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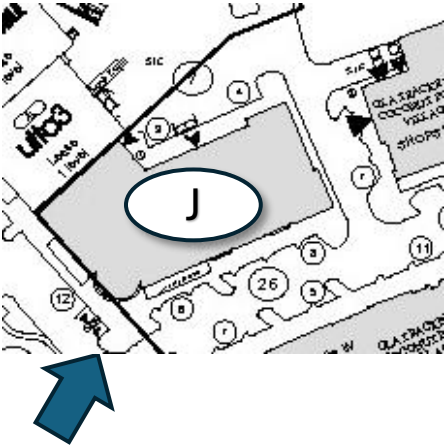
existing



proposed

RETAIL SHOP J

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existing

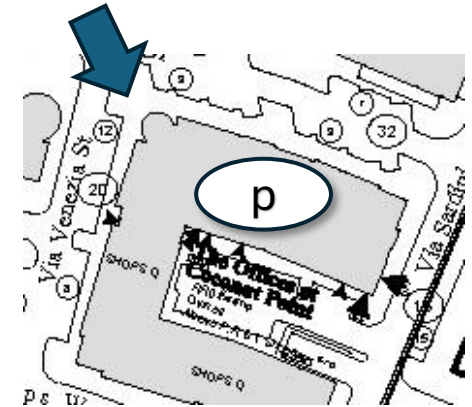


proposed

RETAIL SHOP P

(OFFICE ABOVE)

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existing



proposed

RETAIL SHOP P

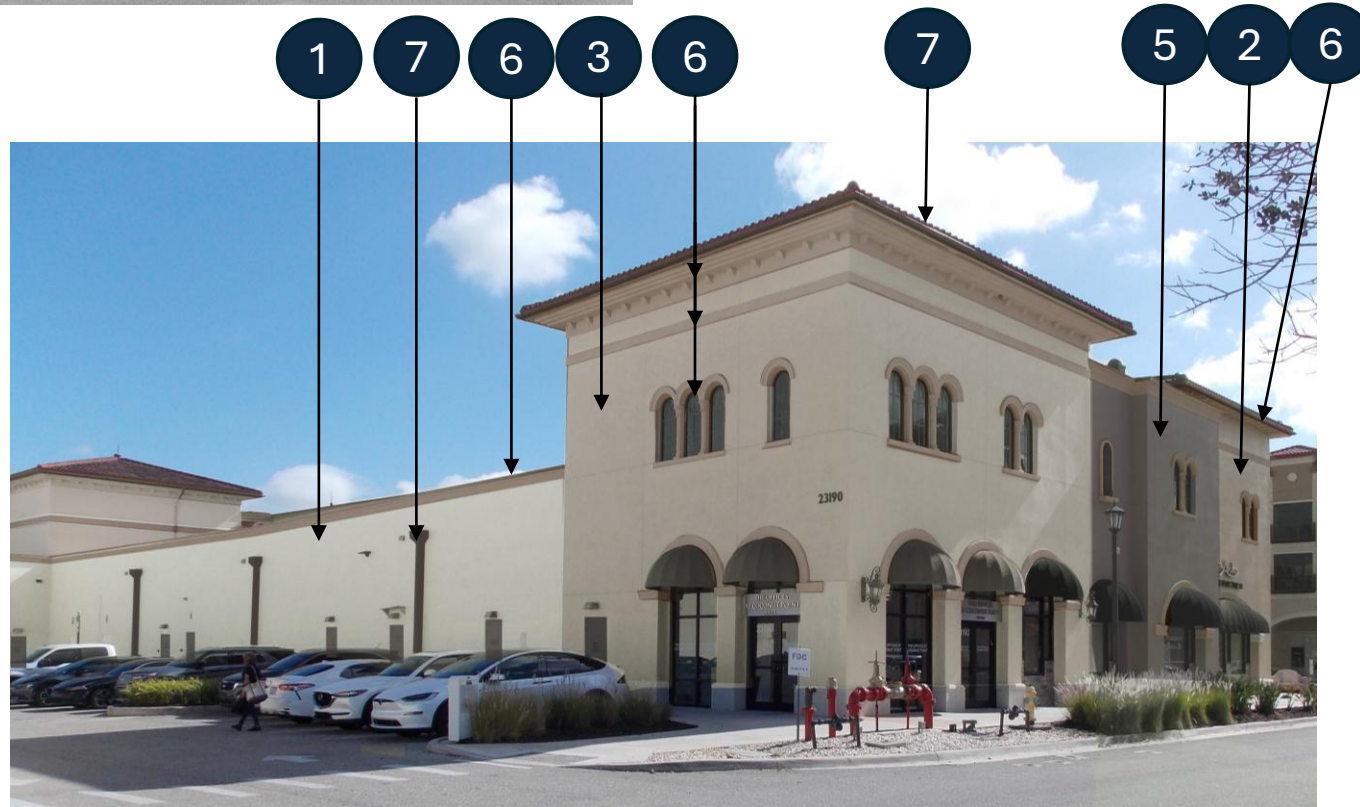
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existing

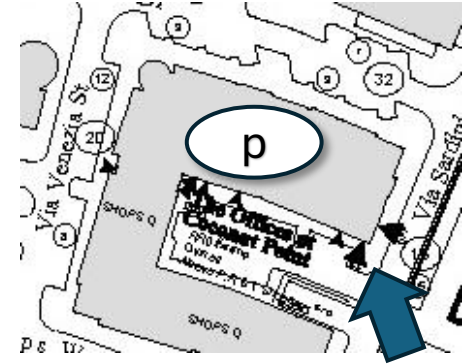


proposed

RETAIL SHOP P

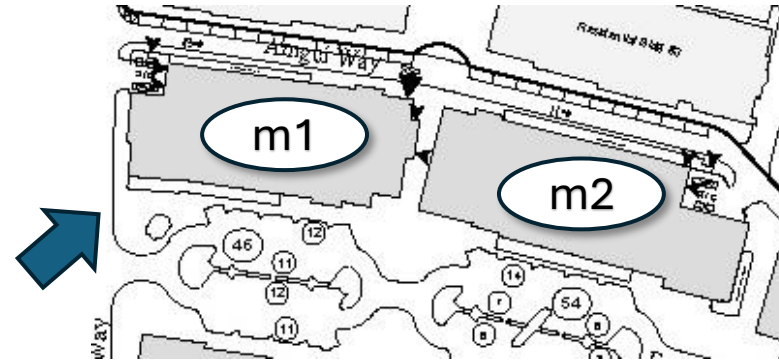
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Paint colors shown in photo renderings are proposed. The concepts show the variety of color tones, shade differences and trim color.





existing



RETAIL SHOP M

(RESIDENTIAL ABOVE)

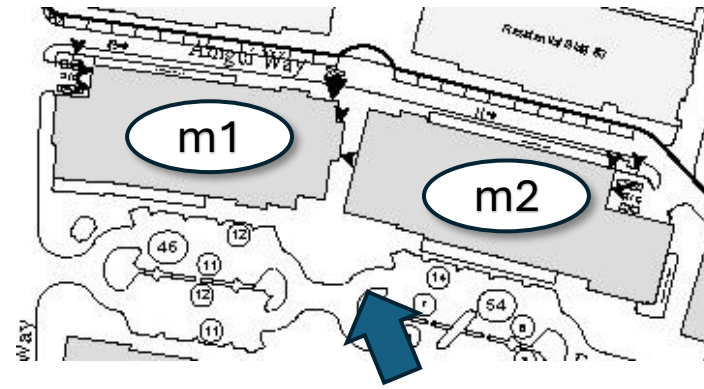
Paint colors shown in photo renderings are proposed. The concepts show the variety of color tones, shade differences and trim color. Colors depicted on the residential facades are shown for reference. Further coordination with residential ownership is required.



proposed



existing



RETAIL SHOP M

(RESIDENTIAL ABOVE)

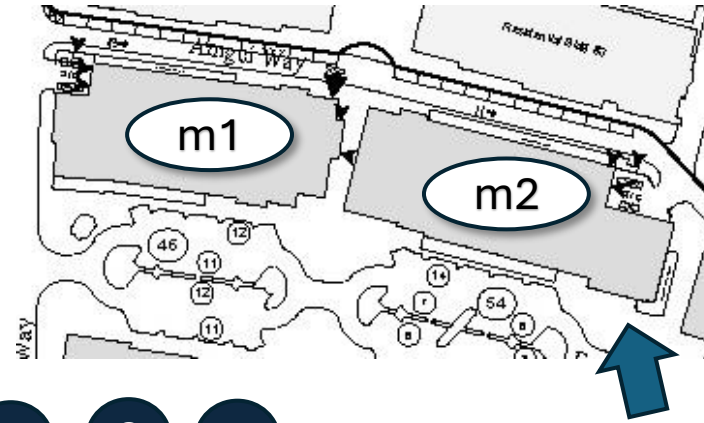
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proposed



existing



RETAIL SHOP M

(RESIDENTIAL ABOVE)

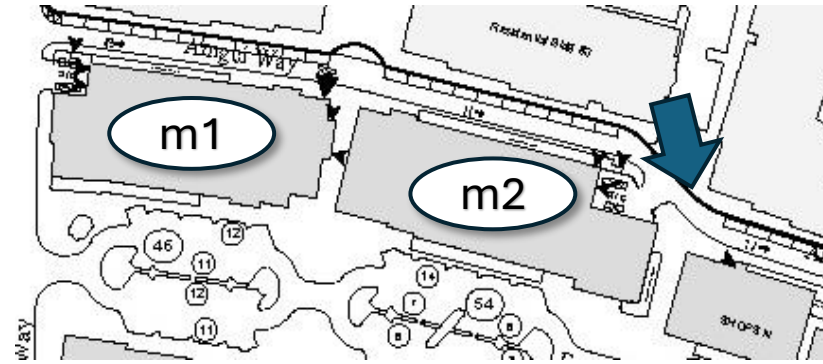
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proposed

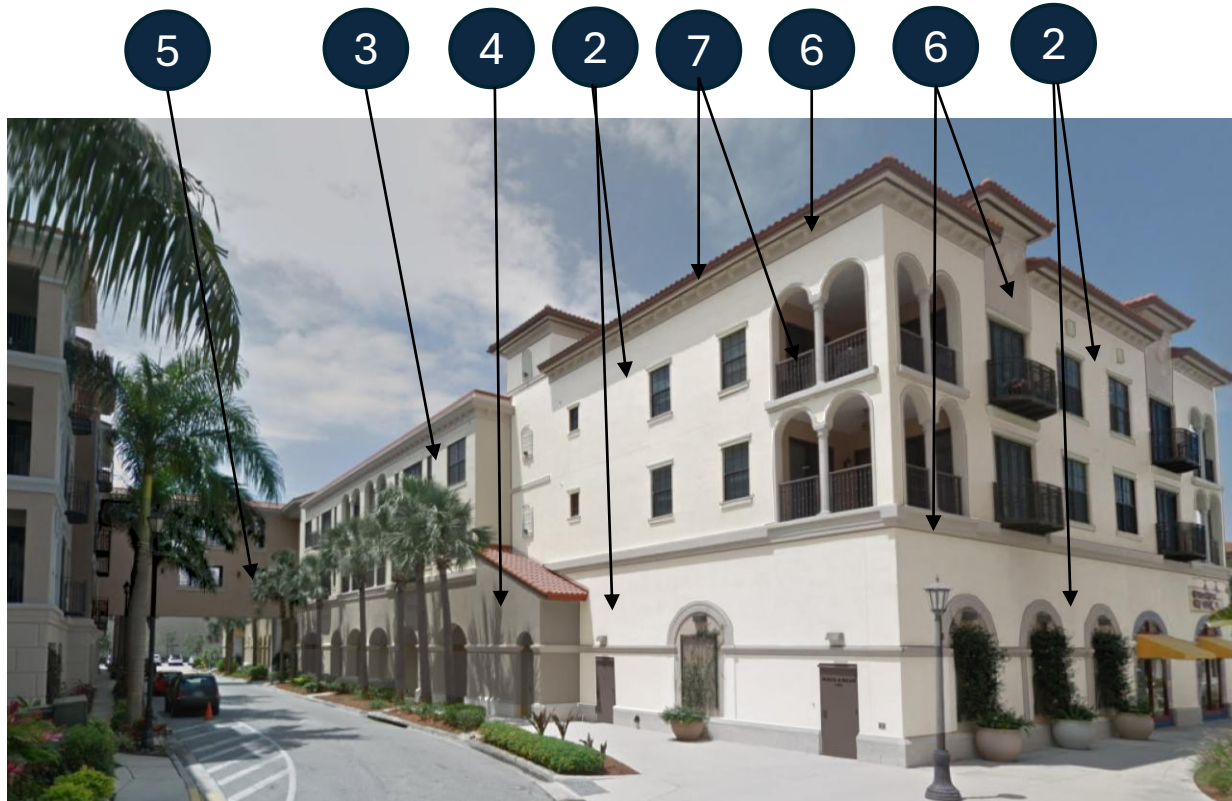


existing



RETAIL SHOPS (ALLEY) (RESIDENTIAL ABOVE)

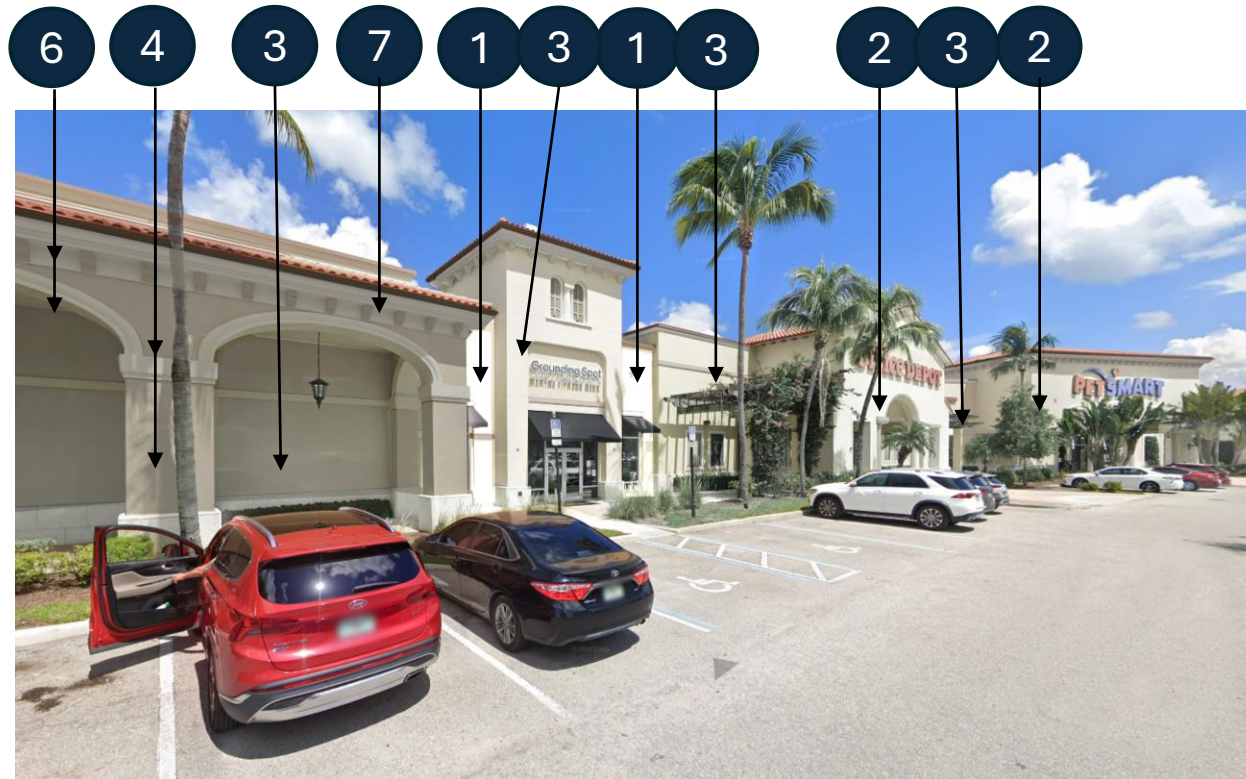
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proposed



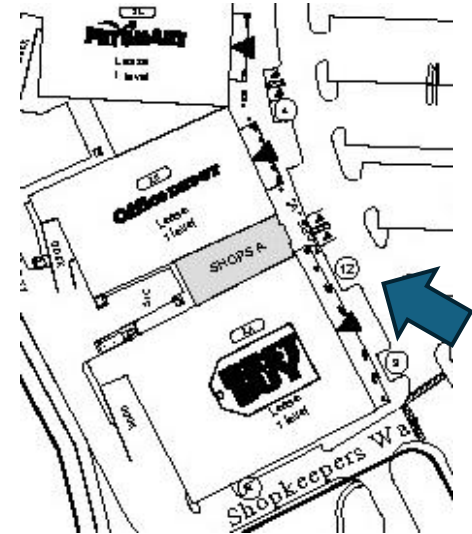
existing



proposed

COMMUNITY CENTER

Paint colors shown in photo renderings are proposed. The concepts show the variety of color tones, shade differences and trim color.





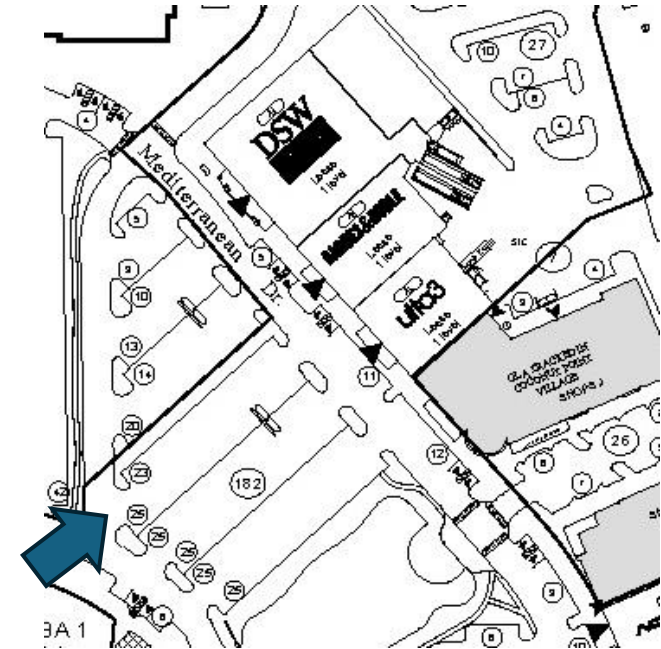
existing



proposed

COMMUNITY CENTER

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- 7
- 6
- 2

EXAMPLE COCONUT POINT

New paint at Coconut Point tenant facades utilizing new proposed colors.





7
4

Bronze *
(Accents)

Tony Taupe *
(Secondary wall color)

A La Mode
(Primary wall color)

Pure White
(Trim)

EXAMPLE WOODFIELD

Mediterranean style architecture
utilizing an earth tone color palette.

* Same colors used in Coconut
Point proposal



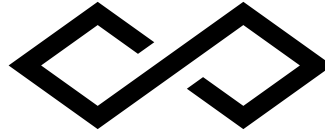


EXAMPLE PHILLIPS PLACE

Phillips Place outdoor center
Charlotte North Carolina

Warm/creamy white palette





COCONUT POINT®

A SIMON MALL