



Village of
ESTERO

**VILLAGE OF ESTERO
PLANNING ZONING AND DESIGN BOARD MEETING
PACKET
FEBRUARY 10, 2026, 04:30 PM**



The Village Planning Zoning and Design Board Meeting will be conducted physically in Council Chambers at Village Hall, 9401 Corkscrew Palms Circle, with an opportunity for members to participate virtually. The meeting will be broadcasted live via the Village of Estero website <https://estero-fl.gov/council/watch-meetings-online/>. Please see the [bottom of this agenda](#) for further information and instructions for public participation.

AGENDA
PLANNING ZONING AND DESIGN BOARD MEETING
9401 Corkscrew Palms Circle, Estero, Florida
February 10, 2026, 04:30 pm

- 1. Call To Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Approval of Agenda**
- 5. Business**

Items on the agenda are generally treated in sequential order, and due to the length of the agenda any or all of the items listed for discussion may be rescheduled to a later date for consideration. **The public will have an opportunity to speak during each agenda item; each individual has one opportunity to speak for five minutes per agenda item.**

a. Consent Agenda

- i. Approval of January 13, 2026 meeting minutes**

Attachment: [01132026_PZDB_Minutes.pdf](#)

6. PUBLIC INFORMATION MEETINGS (No votes are taken at Public Information Meetings)

The public will have an opportunity to speak for three minutes per agenda item.

- a. Coconut Point Developers, LLC, Sign Refresh (Pending Application) (District 6) 23106 Fashion Drive, Coconut Point Mall is located east of US 41 and north of Coconut Road**

Applicant seeks to repair and repaint the existing tower signs, monument signs, street signs, restroom signs and play area signs.

Attachment: [1. Coconut Point Site Signage Refresh - PIM Request Application.pdf](#)

Attachment: [2. Coconut Point-Site Signage Refresh - Presentation.pdf](#)

7. PUBLIC HEARINGS (Quasi-Judicial)

The public will have an opportunity to speak for five minutes per agenda item.

a. Walmart Repaint Color Palette Selection (District 2) 19975 S. Tamiami Trail, located at the corner of US 41 and Estero Parkway

When Walmart was approved last year for the 3,567 square foot expansion to the north side of the existing building for storage of on-line pickup orders, the applicant's presentation included a new color scheme that had not been submitted to or reviewed by staff. No colors were approved with that Development Order.

Subsequently, staff was contacted by the applicant's representative with several proposals which did not comply with the LDC. The newest proposal is more compliant, but staff advised the applicant that the PZDB will review and decide.

Planning Zoning and Design Board will make a decision on the request for the proposed color palette

Attachment: [1. Walmart - Repaint Application - Color Chips.pdf](#)

Attachment: [2. Walmart -Color Renderings.pdf](#)

Attachment: [3. Walmart - Addition Color Elevations.pdf](#)

Attachment: [4. Walmart - Monument - Wayfinding Signs.pdf](#)

8. RECOGNITION

- a. Recognition of Nancy Stroud, Esq. for her 10 years of service as Legal Counsel to the Village of Estero, including the Zoning Board, Design Review Board and the Planning Zoning and Design Board, followed by a short break**

BREAK

9. Annual Project Update -- Staff Presentation

Attachment: [1. Project Update.pdf](#)

10.Board Communications

- a. Next meeting --March 10, 2026**
- b. Eco-Historic Update will be provided at March 10th meeting.**

11.Adjourn

General Attachments

[- Transcript.pdf](#)

PLANNING ZONING AND DESIGN BOARD MEETING
TUESDAY, FEBRUARY 10, 2026, 4:30 P.M.

DISCLAIMER:

THIS FILE REPRESENTS AN UNEDITED VERSION OF REALTIME
CAPTIONING WHICH SHOULD NEITHER BE RELIED UPON FOR COMPLETE
ACCURACY NOR USED AS A VERBATIM TRANSCRIPT.
ANY PERSON WHO NEEDS A VERBATIM TRANSCRIPT OF THE
PROCEEDINGS MAY NEED TO HIRE A COURT REPORTER.

4:32:34PM [SOUNDING GAVEL]
4:32:37PM >>Anthony Gargano: I WOULD LIKE TO CALL TO ORDER THE REGULAR
4:32:39PM MEETING OF THE VILLAGE OF ESTERO PLANNING ZONING AND DESIGN
4:32:42PM BOARD.
4:32:42PM WE START OUR MEETINGS WITH THE PLEDGE OF ALLEGIANCE.
4:32:46PM PLEASE STAND.
4:32:50PM [PLEDGE OF ALLEGIANCE]
4:33:08PM >>Anthony Gargano: TAMMY, CAN WE HAVE A CALL OF THE ROLL,
4:33:10PM PLEASE?
4:33:11PM >>Kristin Jeannin: HERE.
4:33:14PM >>Al Paivandy: HERE.
4:33:16PM >>Michael Sheeley: HERE.
4:33:17PM >>James Tatooles: HERE.
4:33:19PM >>Jim Wallace: HERE.
4:33:21PM >> BOARD MEMBER WILLIAMS IS ABSENT TODAY.
4:33:23PM CHAIRMAN GARGANO?
4:33:24PM >>Anthony Gargano: HERE.
4:33:26PM >> OUR ATTORNEY, NANCY STROUD, IS HERE.

4:33:33PM >>Anthony Gargano: DO WE HAVE ANYBODY JOINING US ONLINE?
4:33:36PM >>Tammy Duran: NO, WE'RE WAITING FOR BOARD MEMBER JONES.
4:33:39PM I THINK HE'S ARRIVED.
4:33:41PM >>Anthony Gargano: THANK YOU.
4:33:42PM I'LL ENTERTAIN A MOTION FOR APPROVAL OF THE AGENDA.
4:33:46PM >>Michael Sheeley: SO MOVED.
4:33:47PM >>James Tatooles: I'LL SECOND.
4:33:49PM >>Anthony Gargano: THE MOTION HAS BEEN MADE AND SECONDED.
4:33:51PM ANY DISCUSSION ON THE MOTION?
4:33:52PM CAN WE HAVE A CALL OF THE ROLL, PLEASE, TAMMY?
4:33:56PM >>Tammy Duran: BOARD MEMBER JEANNIN?
4:33:59PM >>Kristin Jeannin: WE DON'T NEED A ROLL CALL ON THAT, RIGHT?
4:34:02PM >>Anthony Gargano: NO, NOT REALLY.
4:34:04PM >>Tammy Duran: OKAY.
4:34:04PM THANK YOU.
4:34:06PM >>Anthony Gargano: I'M DOING IT OUT OF FORMALITY HERE.
4:34:10PM >>Tammy Duran: ARE WE DOING IT?
4:34:11PM >>Anthony Gargano: YES.

4:34:11PM >>Tammy Duran: BOARD MEMBER JEANNIN.
 4:34:15PM >>Kristin Jeannin: YES.
 4:34:16PM >>Al Paivandy: YES.
 4:34:18PM >>James Tatooles: YES.
 4:34:21PM >>Jim Wallace: YES.
 4:34:23PM >>Michael Sheeley: YES.
 4:34:24PM >>Anthony Gargano: YES.

 4:34:25PM THANK YOU.
 4:34:29PM I'LL ENTERTAIN A MOTION FOR APPROVAL OF THE CONSENT AGENDA.
 4:34:39PM >>Michael Sheeley: SO MOVED.
 4:34:42PM >>James Tatooles: I'LL SECOND.
 4:34:42PM >>Anthony Gargano: MOVED AND SECONDED.
 4:34:43PM ANY DISCUSSION ON THE MOTION?
 4:34:44PM CAN WE HAVE A CALL OF THE ROLL, PLEASE?
 4:34:48PM >>Tammy Duran: BOARD MEMBER JEANNIN?
 4:34:52PM >>Kristin Jeannin: YES.
 4:34:54PM >>Al Paivandy: YES.
 4:34:57PM >>James Tatooles: YES.
 4:34:58PM >>Jim Wallace: YES.
 4:35:00PM >>Michael Sheeley: YES.
 4:35:02PM >>Anthony Gargano: YES.
 4:35:03PM THANK YOU.
 4:35:04PM TONIGHT, WE HAVE ONE PUBLIC INFORMATION MEETING AND ONE
 4:35:12PM MEETING WHERE THE BOARD WILL SIT IN A QUASI-JUDICIAL
 4:35:16PM CAPACITY.
 4:35:16PM AT THE PUBLIC INFORMATION MEETINGS, WE MAKE NO DECISION.
 4:35:23PM PUBLIC INFORMATION MEETING IS FOR THE BENEFIT OF THE BOARD
 4:35:25PM AND THE PUBLIC TO HEAR WHAT THE APPLICANT IS PROPOSING TO DO
 4:35:31PM AND HAVE THE OPPORTUNITY TO COMMENT AND CRITIQUE.
 4:35:34PM WHEN WE MOVE INTO A QUASI-JUDICIAL CAPACITY, ANYONE
 4:35:41PM TESTIFYING WILL BE SWORN, AND I'LL BE READING A STATEMENT
 4:35:45PM AHEAD OF THAT APPLICATION.

 4:35:47PM SO, MARY, SHOULD WE START WITH A PIM, PLEASE?
 4:35:56PM >>Mary Gibbs: GOOD EVENING, EVERYBODY.
 4:35:58PM OUR FIRST CASE IS A PUBLIC INFORMATION MEETING FOR COCONUT
 4:36:03PM POINT.
 4:36:04PM IT IS A SIGN REFRESHING.
 4:36:06PM SO YOU MAY RECALL AT A PRIOR MEETING, I THINK IT WAS IN
 4:36:09PM DECEMBER, THE APPLICANT WAS HERE, AND THEY WERE TALKING
 4:36:11PM ABOUT THEIR PROPOSED REPAINTING OF THE BUILDINGS AT THE
 4:36:17PM SIMON SHOPPING CENTER.
 4:36:18PM AT THAT TIME, THEY DIDN'T HAVE ANY INFORMATION ABOUT THE
 4:36:22PM SIGNS TO SHARE.
 4:36:23PM SO THEY HAVE WORKED ON THEIR SIGN INFORMATION, WHICH WOULD
 4:36:25PM BE REPAINTED TO BE SIMILAR TO WHAT THEY ARE PROPOSING FOR
 4:36:28PM THE BUILDINGS.

4:36:29PM BUT THEY ARE HERE TONIGHT TO JUST DISCUSS THIS AND HAVE AN
 4:36:33PM INFORMATION MEETING AND EXPLAIN WHAT THEY WANT TO DO.
 4:36:36PM WE'VE GOT -- SCOTT, ARE YOU GOING TO TALK FIRST?
 4:36:41PM SCOTT FROM SIMON AND TRACY, WHO WERE HERE, I THINK, IN
 4:36:47PM DECEMBER, AND THEY HAVE, I THINK, A LITTLE VIDEO ALSO FOR A
 4:36:50PM LITTLE FUN.
 4:36:51PM I'LL TURN IT OVER TO SCOTT.
 4:36:54PM >>Jim Wallace: ARE THEY GOING TO ADDRESS -- I THOUGHT WE HAD
 4:36:58PM QUESTIONS ABOUT THE BODY COLOR PALETTES, ET CETERA.
 4:37:00PM ARE THEY GOING TO ADDRESS THAT TODAY AS WELL?
 4:37:02PM >>Mary Gibbs: I THINK THEY ARE REVIEWING THAT FOR THE

 4:37:05PM BUILDINGS THEMSELVES.
 4:37:08PM >>Jim Wallace: IS YOUR MIKE ON?
 4:37:10PM >>Mary Gibbs: I DON'T KNOW.
 4:37:11PM CAN ANYBODY HEAR ME?
 4:37:12PM YOU ARE WELCOME TO ASK THEM THAT QUESTION, BUT I THINK THEY
 4:37:15PM ARE LOOKING AT THE COLORS FOR THE BUILDINGS SEPARATELY.
 4:37:18PM THE SIGNS ARE SUPPOSED TO MATCH.
 4:37:21PM I'LL TURN IT OVER TO SCOTT RICHARDSON.
 4:37:46PM >>Scott Richardson: GOOD EVENING.
 4:37:48PM I AM SCOTT RICHARDSON FROM SIMON.
 4:37:51PM IT'S GOOD TO BE BACK FOR MY EVERY SECOND TUESDAY OF THE
 4:37:57PM MONTH TRIP TO ESTERO, WHICH IS GREAT BECAUSE FOR A STRETCH,
 4:38:00PM SINCE THE LAST TIME I WAS HERE, THE HIGH TEMPERATURE ONE DAY
 4:38:04PM -- OR THE HIGH TEMPERATURE FOR A THREE AND A HALF WEEK
 4:38:07PM PERIOD WAS 20 DEGREES, AND I HAVE TEN INCHES OF SNOW AT MY
 4:38:12PM HOUSE.
 4:38:12PM SO IT'S GOOD TO BE HERE.
 4:38:15PM WHAT WE'RE HERE TO TALK ABOUT TONIGHT IS RENOVATION OF THE
 4:38:21PM EXTERIOR SIGNS.
 4:38:23PM MARY HAD ALSO ASKED US TO INCLUDE A PAGE ON THE DIRECTORIES
 4:38:30PM AS WELL.
 4:38:31PM SO WE HAVE OUR IN-HOUSE ARCHITECT, TRACY BOLAND WHO WILL
 4:38:41PM WALK THROUGH THE PRESENTATION.
 4:38:42PM WE WILL BE BACK FOR THE MARCH 10 MEETING TO ADDRESS
 4:38:45PM MR. WALLACE FOR THE OFFICIAL APPROVAL OF THE PALETTE.

 4:38:51PM SINCE WE HAD THE WORKSHOP SESSION IN DECEMBER, SO WE ARE
 4:38:57PM PLEASED WITH THE RESULT.
 4:38:58PM WE THINK WE GOT YOU GUYS COMFORTABLE WITH THE VARIETIES OF
 4:39:01PM THE SHADING AND EVERYTHING.
 4:39:03PM THE SIGNAGE REPRESENTATION THAT YOU WILL SEE WILL BE
 4:39:09PM CONSISTENT WITH THAT PALETTE TO THE EXTENT THAT IS
 4:39:12PM ULTIMATELY APPROVED IN MARCH.
 4:39:13PM SO WE WOULD JUST LIKE TO WALK YOU THROUGH THE DESIGN INTENT.
 4:39:19PM KIND OF HIGH LEVEL BEFORE TRACY, THE LOCATIONS OF THE SIGNS
 4:39:22PM ARE NOT CHANGING.

4:39:23PM THE ARCHITECTURE OF THE SIGNS ARE NOT CHANGING.
 4:39:27PM WE'RE ADDING OUR LOGO.
 4:39:28PM WE'RE DOING A REFRESH.
 4:39:35PM TENANT PANELS.
 4:39:36PM IT'S GOING TO BE A MUCH BETTER PRESENTATION ON BOTH U.S. 41
 4:39:44PM AND ON THE BACK SIDE ON VIA COCONUT.
 4:39:48PM WITH THAT, I'LL BRING UP TRACY.
 4:39:50PM THANK YOU.
 4:39:51PM >>Mary Gibbs: IF I MAY CLARIFY ONE THING, THOUGH.
 4:39:54PM I DON'T KNOW THAT WE'LL BE BACK FOR APPROVAL IN MARCH OF THE
 4:39:58PM PAINT BECAUSE WE DON'T HAVE AN APPLICATION YET.
 4:40:01PM SO WE'RE CUTTING THAT A LITTLE BIT CLOSE.
 4:40:03PM SCOTT IS WELCOME TO COME BACK FOR SOME WARM WEATHER IN MARCH
 4:40:07PM AND PRESENT WHATEVER YOU HAVE AT THE TIME.
 4:40:10PM JUST SAYING.

 4:40:16PM >> HELLO.
 4:40:16PM THANKS FOR HAVING US.
 4:40:18PM I'M TRACY BOLAND WITH SIMON, DIRECTOR OF DESIGN, IN-HOUSE
 4:40:23PM ARCHITECT.
 4:40:23PM I'M GOING TO WALK YOU THROUGH OUR SIGNAGE REFRESH, LIKE
 4:40:28PM SCOTT SAID, HAS ALL THE EXTERIOR SIGNAGE, AS WELL AS THE
 4:40:31PM DIRECTORIES.
 4:40:32PM I'LL WALK THROUGH EACH SIGN TYPE AND EXPLAIN WHAT WE'RE
 4:40:35PM GOING TO DO ON EACH ONE.
 4:40:36PM HERE WE HAVE THE LOCATION PLAN.
 4:40:50PM IT SHOWS ALL OF THE LOCATIONS BY SIGN TYPE.
 4:40:55PM SO YOU CAN SEE IT BASICALLY COVERS ALL OF THE EXISTING SIGNS
 4:40:58PM THAT ARE AROUND THE CENTER TODAY, BOTH THE ILLUMINATED AND
 4:41:02PM NON-ILLUMINATED SIGNS.
 4:41:05PM WE HAVE A LIST HERE OF THE SIGN TYPES, WHICH BASICALLY SHOWS
 4:41:08PM WHICH ONES ARE ILLUMINATED, WHICH ONES ARE NOT, AND THE
 4:41:12PM QUANTITIES OF THOSE.
 4:41:13PM FOR THE MOST PART, THEY ARE ALL EXISTING SIGNS THAT WE'RE
 4:41:17PM REFRESHING.
 4:41:18PM THERE ARE A COUPLE OF NEW SIGN TYPES THAT I'LL POINT OUT AS
 4:41:21PM WE GO THROUGH THE PACKAGE.
 4:41:23PM THIS PAGE SHOWS THE COLOR PALETTE.
 4:41:25PM I'LL GO THROUGH THAT A LITTLE BIT MORE IN DETAIL AS WE GO
 4:41:28PM THROUGH EACH SIGN TYPE.
 4:41:29PM AND THEN WE HAVE OUR LOCKUP OR LOGO, EITHER A SINGLE LINE

 4:41:35PM FONT OR A STACKED FONT DEPENDING ON THE LOCATION AND HOW IT
 4:41:39PM FITS ON THE BUILDING.
 4:41:40PM AND THEN WE HAVE THE INFAMOUS COCONUT GRAPHIC, WHICH WOULD
 4:41:44PM BE INCORPORATED INTO OUR SIGNS, WHICH IS THERE TODAY.
 4:41:47PM WE'LL JUST UPDATE THOSE.
 4:41:49PM SO STARTING WITH SIGN TYPE A, THESE ARE THE SMALL MONUMENTS

4:41:53PM THAT SIT AROUND THE PERIMETER OF THE SITE WHERE THE
 4:41:56PM VEHICULAR ENTRANCES ARE.
 4:41:57PM YOU CAN SEE FROM THE EXISTING PHOTOS AT THE TOP OF THE PAGE,
 4:42:01PM WE ARE CHANGING OUT ALL OF THE COPY AND LOGOS AND PUTTING
 4:42:06PM NEW LOGOS ON.
 4:42:08PM THIS IS SIMON'S STANDARD LOGO, WHICH HAS BEEN AROUND FOR
 4:42:11PM YEARS, BUT THE CENTER, FOR A VARIETY OF REASONS, JUST HASN'T
 4:42:15PM REPLACED THOSE YET.
 4:42:16PM SO IN COMBINATION OF REPAIRING DAMAGE FROM STORMS, WE HAVE
 4:42:20PM THIS REPAINTING PROJECT.
 4:42:22PM IT'S A GOOD TIME FOR US TO GO FORWARD WITH REPLACING THE
 4:42:26PM LOCKUP WITH OUR STANDARD LOCKUP.
 4:42:30PM SO THESE SIGNS WOULD HAVE DURING THE DAY, IT LOOKS BLACK,
 4:42:35PM DARK, LOTS OF CONTRAST.
 4:42:37PM AT NIGHT, IT IS ILLUMINATED ON THE FACES.
 4:42:40PM I'VE GOT AN EXAMPLE I CAN SHOW WHEN WE'RE DONE WITH THE
 4:42:43PM PRESENTATION OF THE ACTUAL SIGN ELEMENT.
 4:42:48PM WE'VE GOT A PLUG-IN SAMPLE.
 4:42:51PM THE LOCKUP OR THE LOGO AND THE SHELL WOULD ALL BE BACKLIT.

 4:42:57PM AND THEN THE CABINET ITSELF WOULD BE REPAINTED USING TWO OF
 4:43:01PM THE COLORS OUT OF THE PALETTE THAT WE'VE PREVIOUSLY
 4:43:04PM PROPOSED.
 4:43:05PM HERE IS AN ELEVATION THAT SHOWS A LITTLE BIT MORE IN DETAIL.
 4:43:12PM THE NEXT SIGN TYPE IS THE SINGLE PYLON.
 4:43:17PM THERE'S ONE OF THESE.
 4:43:20PM WHAT WE'RE PROPOSING HERE AGAIN IS A REPAINT OF THE ENTIRE
 4:43:24PM STRUCTURE OF THE CABINET, CHANGING OUT THE LOGO AND THE
 4:43:28PM SHELL AT THE TOP, WOULD BE BACKLIT AS WELL HERE.
 4:43:32PM AND THEN WE'VE GOT A DESIGN TO REPLACE THE TENANT PANELS,
 4:43:36PM WHICH ARE BACKLIT ACRYLIC PANELS WITH SOMETHING THAT IS MORE
 4:43:40PM CONSISTENT IN COLORATIONS, SO IT LOOKS A LITTLE BIT MORE
 4:43:43PM UPSCALE.
 4:43:44PM AND THERE IS AN ELEVATION OF THAT.
 4:43:49PM THE NEXT ONE IS THE MAIN ENTRANCE, WHICH HAS TWO HEIGHTS OF
 4:43:53PM TOWERS.
 4:43:54PM AGAIN, THE EXISTING SIGN UP IN THE CORNER HAS THE BACKLIT
 4:43:59PM SIGN WITH THE SHELL, AND WE'RE PROPOSING TO UPDATE THAT
 4:44:05PM SIMILAR TO THE OTHER SIGNS.
 4:44:06PM WE'VE GOT A NIGHTTIME VERSION AS WELL.
 4:44:10PM THIS SIGN, THE WAY THAT WE'VE RENDERED IT DOESN'T HAVE THE
 4:44:15PM PROPOSED COLORS OF PAINT ON IT YET, BUT THIS WOULD BE
 4:44:20PM PAINTED CONSISTENT WITH THE REPAINT THAT WE'RE LOOKING TO
 4:44:24PM DO.
 4:44:25PM BUT THE SIGN VENDOR WOULD BE DOING THE SIGN ITSELF.

 4:44:29PM THERE IS AN ELEVATION.
 4:44:32PM YOU SEE THE TALL TOWER AND THE LOW TOWER.

4:44:35PM THE TALL TOWER HAS THE NAME.
 4:44:36PM LOW TOWER JUST HAS THE SHELL.
 4:44:38PM AND THEN THERE ARE SOME OTHER ELEVATIONS, AND THERE IS THE
 4:44:44PM ENLARGED GRAPHIC OF THAT.
 4:44:48PM >>Jim Wallace: IS THE VERBIAGE CONSISTENT?
 4:44:53PM DO THEY BOTH SAY SIMON CENTER OR DOES ONE SAY SIMON MALL?
 4:44:58PM >> THAT IS A GOOD QUESTION.
 4:44:59PM IT WILL ALL BE THE SAME.
 4:45:04PM I THINK THERE MIGHT -- THE SIGN VENDOR MIGHT HAVE MADE A
 4:45:09PM MISTAKE ON THAT.
 4:45:10PM BUT GOOD CATCH.
 4:45:12PM IT WILL ALL BE THE SAME.
 4:45:14PM THESE ARE THE VEHICULAR DIRECTIONALS.
 4:45:19PM SO WE'RE REUSING THE STRUCTURE.
 4:45:21PM WE'RE REPAINTING, AND WE'RE REFACING WITH A SHEET OF
 4:45:26PM ALUMINUM WITH NEW COPY ON THE SIGN.
 4:45:31PM THIS WOULD BE REFLECTIVE VINYL.
 4:45:33PM THESE ARE NOT ILLUMINATED SIGNS TODAY.
 4:45:36PM WE DON'T IMAGINE DOING ILLUMINATED SIGNS, BUT WHEN WE DO
 4:45:40PM NON-ILLUMINATED SIGNS THAT WILL BE SEEN FROM A CAR, WE LIKE
 4:45:45PM TO DO REFLECTIVE VINYL BECAUSE IT JUST MAKES IT READ BETTER
 4:45:48PM AT NIGHT.
 4:45:49PM THIS WOULD BE BLACK REFLECTIVE VINYL.

 4:45:51PM THAT WORKS REALLY WELL FOR US.
 4:45:53PM YOU CAN SEE IT'S A PRETTY DRAMATIC UPDATED LOOK.
 4:45:59PM >>Jim Wallace: I NOTICED ON THE PREVIOUS ONE, SORRY TO KEEP
 4:46:02PM INTERRUPTING YOU HERE.
 4:46:03PM THERE ARE ARROWS ON EACH ONE.
 4:46:05PM JUST FOR CLARITY, BECAUSE IT'S WAYFINDING.
 4:46:08PM >> YES.
 4:46:08PM >>Jim Wallace: OLD ONE, USED TO BE ARROWS ON EACH GRAND, AND
 4:46:13PM NOW ONLY ONE ARROW.
 4:46:14PM DONE INTENTIONALLY?
 4:46:16PM >> IT IS INTENTIONAL.
 4:46:18PM WHEN YOU HAVE LOTS OF LINE OF FONT FOR DRIVERS, IT'S A LOT
 4:46:22PM OF INFORMATION TO PROCESS.
 4:46:25PM SO HAVING ALL OF THE GROUP THAT ARE GOING LEFT UNDER ONE
 4:46:29PM ARROW AND THE GROUP GOING RIGHT ON THE OTHER ARROW, IT'S
 4:46:32PM JUST LESS WORDY FOR A SIGN.
 4:46:35PM >>Jim Wallace: YOU DON'T THINK THE AS YOU REMEMBER SAYS, I'M
 4:46:38PM LOOKING FOR TARGET, OH, IT'S LEFT?
 4:46:40PM >> NOT WHEN YOU PUT THE ARROW AND YOU LIST IT.
 4:46:45PM >>Jim Wallace: I WOULD THINK THAT THE DRIVER IS LOOKING FOR
 4:46:48PM THE BRAND OF THE STORE, THEN THE DIRECTION.
 4:46:53PM >>Barry Jones: ALIGNMENT LEFT AND ALIGNMENT RIGHT HELPS.
 4:46:56PM SO MANY ARROWS AND YOU GET SIGN OVERLOAD.
 4:46:59PM IT'S LIKE A ROUNDABOUT -- SIGN POLLUTION.

4:47:04PM YOU GET TOO MUCH INFORMATION TO PROCESS, YOU SHUT DOWN AND

4:47:07PM YOU LOSE IT IN THE BACKGROUND.

4:47:09PM >> IT'S NOT AS EFFECTIVE.

4:47:11PM >>Barry Jones: THAT CLEANS IT UP.

4:47:13PM AS LONG AS YOU JUSTIFY LEFT OR RIGHT WITH YOUR GROUPINGS,

4:47:17PM IT'S PRETTY STANDARD.

4:47:19PM >> AND THEN THIS -- SO THIS IS ONE OF THE NEW SIGN TYPES.

4:47:23PM WE HAVE TWO LOCATIONS FOR THIS.

4:47:27PM ONE OVER BY THE WATERFRONT SHOPS AND ONE OVER ON THE MAIN

4:47:31PM STREET IN THE CENTER WHERE WE HAVE TENANTS THAT ARE TUCKED

4:47:35PM IN THE COURTYARDS.

4:47:37PM SO WE WANT TO DO REMOVABLE, CHANGEABLE TENANT PANELS WITH

4:47:43PM THE SIGN LOGO OR THE PROPERTY LOGO.

4:47:47PM SO THIS IS A CABINET THAT'S DESIGNED MUCH LIKE THE LOOK AND

4:47:51PM FEEL OF THE REST OF THE FAMILY OF SIGNS.

4:47:55PM AND IN THIS PARTICULAR CASE, IT'S ALL INTERNALLY ILLUMINATED

4:48:00PM TO GIVE A LITTLE BIT MORE POP TO THAT.

4:48:02PM TWO LOCATIONS, DAYTIME AND NIGHTTIME.

4:48:11PM AND THERE IS AN ELEVATION OF THAT.

4:48:14PM THIS SIGN TYPE, THE STREET SIGNS, STREET NAME SIGNS, WHICH

4:48:23PM MOST OF THEM YOU CAN'T READ TODAY.

4:48:25PM SO THIS IS A NICE CHANGE.

4:48:27PM AGAIN, FOLLOWING THE VOCABULARY OF THE PAINT SCHEME THAT WE

4:48:34PM HAVE PROPOSED ELSEWHERE.

4:48:35PM SO WE'RE PAINTING THE SCROLLING METALWORK AND THE POLES AND

4:48:43PM THEN REFACING THE PANEL WITH ALUMINUM AND REFLECTIVE VINYL.

4:48:48PM THIS IS ANOTHER NEW SIGN TYPE.

4:48:53PM WE HAVE TWO PUBLIC RESTROOMS IN THE CENTER.

4:48:55PM RIGHT NOW THEY HAVE A NON-ILLUMINATED SIGN THAT IS VERY,

4:48:59PM VERY WORN.

4:49:00PM SO THESE ARE TWO INTERNALLY ILLUMINATED SIGNS.

4:49:03PM AGAIN, COLOR SCHEME, VERY SIMPLY DESIGNED TO HIGHLIGHT THOSE

4:49:08PM TWO LOCATIONS.

4:49:08PM AND WE'RE RENOVATING THE RESTROOMS THIS YEAR AS WELL.

4:49:12PM THAT WILL ALL COME TOGETHER.

4:49:15PM THE LAST SIGN TYPE IS AT THE CHILDREN'S PLAY AREA, AND WE

4:49:20PM PROPOSE JUST REPLACING THE LETTERS AT THAT ONE.

4:49:25PM JUST SIMPLY DONE.

4:49:26PM DO YOU ALL HAVE THE OTHER DOCUMENT THAT SCOTT SENT OF THE

4:49:36PM DIRECTORY?

4:49:36PM ONE OTHER THING THAT I'LL ADD ABOUT THE SIGNS IN TERMS OF

4:50:11PM COLOR, SO OUT OF THE PALETTE, WE TALKED ABOUT THIS IN

4:50:14PM DECEMBER, AND WE SHOWED ALL OF THE COLORS THAT WE WERE

4:50:19PM PROPOSING, WHICH IS THIS PALETTE, WE CHOSE OUT OF THAT

4:50:22PM PALETTE THIS LIGHTER COLOR FOR MOST OF THE SIGNS, SO WE

4:50:29PM WOULD PAINT ALL OF THE STUCCO SURFACES THIS LIGHTER COLOR.

4:50:33PM AND THEN ON THOSE MONUMENTS, WE WOULD HAVE THIS TAUPEY COLOR
 4:50:37PM THAT IS THE TRIM THAT WENT ACROSS THE TOP.
 4:50:41PM WHEN WE HAVE METALWORK LIKE ON THE VEHICULAR DIRECTIONALS
 4:50:45PM AND THE STREET NAME SIGNS, THEN WE PAIR THAT WITH THE DARKER
 4:50:49PM URBANE BRONZE COLOR.

 4:50:50PM THIS IS ONE PAIRING, AND THIS IS ANOTHER PAIRING.
 4:50:53PM SO WHEN WE GET TO THE DIRECTORIES, YOU CAN SEE DOWN IN THE
 4:50:58PM LOWER LEFT, THERE IS A ROUND, NOT AS ATTRACTIVE LOOKING
 4:51:03PM DIRECTORY CABINET AND THEY ALSO HAVE AD PANELS OR SODA
 4:51:08PM MACHINES THAT ARE INCORPORATED INTO IT, WE ARE REPLACING
 4:51:12PM THOSE ENTIRELY WITH NEW UNITS, WITH NEW INTERNALLY
 4:51:16PM ILLUMINATED UNITS THAT ARE TWO SIDED, A RECTANGLE IN PLAN.
 4:51:21PM THIS IS A MOCK-UP OF HOW THAT WOULD LOOK WHERE WE HAVE THE
 4:51:25PM URBANE BRONZE COLOR, WHICH IS THIS, AND THEN THIS LIGHTER
 4:51:30PM COLOR WHICH WOULD BE THE CABINET SO WE CAP IT OFF.
 4:51:33PM IT IS ALL METAL CONSTRUCTION, CAP IT OFF WITH THE DARK.
 4:51:36PM THE DARK IS AT THE BASE AS WELL.
 4:51:40PM AND THEN WE HAVE A REMOVABLE MAP PANEL THAT GOES ON ONE SIDE
 4:51:45PM AND THEN IT IS BACKLIT AND THEN A BACKLIT AD PANEL THAT
 4:51:50PM WOULD BE ON THE OTHER SIDE.
 4:51:52PM THOSE HAVE A HINGE DOOR TO ACCESS THAT.
 4:51:54PM AND THEN THE LOGO AT THE TOP WOULD BE ILLUMINATED AS WELL
 4:52:00PM WITH A HALO LIGHTING EFFECT.
 4:52:02PM THESE LOOK A LOT BETTER.
 4:52:06PM PRETTY EXCITED ABOUT THOSE.
 4:52:08PM SO THAT CONCLUDES ALL OF THE PIECES AND PARTS OF OUR SIGN
 4:52:14PM REFRESH.
 4:52:15PM ARE THERE ANY QUESTIONS?
 4:52:19PM >>Barry Jones: I'M ASSUMING ALL THE MATERIALS YOU ARE USING
 4:52:22PM HAVE THE UV PROTECTION BUILT INTO THEM SO THEY WON'T FADE

 4:52:25PM OVER TIME?
 4:52:25PM THESE PANELS THAT YOU ARE IMPLEMENTING, DO THEY HAVE A UV
 4:52:29PM PROTECTION SO THAT THE SUN IS NOT GOING TO CAUSE REAL
 4:52:32PM PROBLEMS OVER TIME?
 4:52:36PM >> IT IS UV STABLE.
 4:52:40PM IT'S ALUMINUM, PAINTED ALUMINUM.
 4:52:43PM WHICH SIGN TYPE ARE YOU TALKING ABOUT?
 4:52:46PM >>Barry Jones: DIDN'T YOU SAY YOU HAD SOME PLASTIC PANELS --
 4:52:50PM OR, I'M SORRY.
 4:52:50PM DIFFERENT PANELS MADE OUT OF NOT JUST ALUMINUM?
 4:52:54PM DID I MISUNDERSTAND?
 4:52:59PM >> THE VEHICULAR WAYFINDING SIGNS WITH ALL THE TENANT NAMES
 4:53:02PM AND ARROWS AND THE STREET NAME SIGNS ARE ALUMINUM PANELS
 4:53:05PM THAT ARE STUCK ONTO THE EXISTING.
 4:53:09PM IT'S ALUMINUM WITH VINYL, OUTDOOR RATED VINYL.
 4:53:14PM >>Barry Jones: THANK YOU.

4:53:15PM >> WE DO HAVE A SAMPLE.
 4:53:17PM THIS IS FOR THE ENTRANCE SIGNS, WHETHER IT'S ON THE PYLON OR
 4:53:31PM THE LOW MONUMENTS.
 4:53:39PM >>Mary Gibbs: SCOTT WILL BE VANNA TONIGHT.
 4:53:41PM >> THIS IS MY VANNA.
 4:53:42PM THIS IS OUR INFINITY MARK THAT'S PART OF OUR LOGO.
 4:53:47PM ESSENTIALLY, IT IS A BLACK CABINET WITH A DAY-NIGHT ACRYLIC
 4:53:52PM FOR THE FACE.
 4:53:52PM SO DURING THE NIGHT, YOU SEE IT LOOKS LIKE THIS.

 4:53:55PM COULD YOU UNPLUG IT REAL QUICK FOR ME?
 4:53:58PM AND DURING THE DAY, THEN IT JUST LOOKS BLACK.
 4:54:05PM SO YOU GET THE CONTRAST DURING THE DAY, BUT YOU REALLY GET
 4:54:08PM THE NICE LIGHTING AT NIGHT.
 4:54:10PM >>Jim Wallace: GREAT TECHNOLOGY.
 4:54:12PM >> WE USED TO DO A DAY AND NIGHT FILM ON THIS YEARS AGO, AND
 4:54:16PM THAT HAS A TENDENCY TO WEAR OVER TIME.
 4:54:21PM NOW WE ARE MORE OFTEN USING A DAY-NIGHT ACRYLIC.
 4:54:26PM >>Barry Jones: THE ACRYLIC HAS THE UV PROTECTION BUILT INTO
 4:54:29PM IT.
 4:54:30PM >> YES.
 4:54:30PM >>Barry Jones: THAT'S THE MATERIAL I WAS REFERRING TO.
 4:54:33PM THANK YOU.
 4:54:37PM >> ALL OF THE LETTERS AND THE LOGO.
 4:54:41PM THE WHOLE LOGO AT THE ENTRANCES GET THAT.
 4:54:47PM >>Anthony Gargano: CAN YOU ROTATE THAT AND PROVIDE THE SAME
 4:54:50PM DEMONSTRATION TO THE PUBLIC, PLEASE?
 4:54:53PM >> YES.
 4:54:55PM >>Kristin Jeannin: WHILE YOU'RE DOING THAT, I REALLY LIKE --
 4:54:58PM I THINK THE CONTRAST MAKES IT MUCH MORE READABLE ACROSS THE
 4:55:01PM BOARD.
 4:55:02PM I THINK THAT IS A NICE ASPECT OF THIS.
 4:55:08PM >>Mary Gibbs: I WOULD LIKE A VOWEL, PLEASE, SCOTT.
 4:55:16PM >> THERE ARE NO Es.
 4:55:20PM >>Mary Gibbs: I BET THERE IS AN I IN SIMON.

 4:55:25PM >>Michael Sheeley: I THINK YOU HAVE DONE A NICE JOB HERE.
 4:55:28PM EVERYTHING IS CONSISTENT AND GIVES A GOOD UPDATE.
 4:55:31PM WELL DONE.
 4:55:34PM >>Al Paivandy: A COMPLIMENT.
 4:55:36PM I LIKE THE COLORS AND EVERYTHING THAT YOU ARE USING.
 4:55:38PM I WOULD PROBABLY WANT TO SEE ALSO WITH THE NEW COLORS THAT
 4:55:41PM YOU ARE CHOOSING FOR THE BUILDINGS WHENEVER THAT IS READY.
 4:55:47PM IT WOULD BE GOOD TO SEE IT TOGETHER.
 4:55:49PM THE SECOND ONE, EVERY TIME I SEE ONE OF THESE DIRECTIONAL
 4:55:53PM ONES, AND I'M NOT VERY SMART AND MOST LIKELY WOULD BE THAT,
 4:55:57PM I HAVE TO FIND WHERE I AM AND WHERE I AM GOING NO MATTER HOW
 4:56:04PM MANY TIMES I'VE BEEN THERE.

4:56:07PM I KIND OF READ THINGS BEING AN ARCHITECT AND STUFF.
 4:56:09PM STILL TIME-CONSUMING.
 4:56:12PM I'M FROM JACKSONVILLE, ACTUALLY.
 4:56:18PM I MOVED DOWN HERE.
 4:56:20PM ONE OF THE MALLS OVER THERE HAS A VERY FASCINATING THING
 4:56:23PM THAT IS HELPFUL TO ME BEING OLD AND NOT SO SMART.
 4:56:27PM SINCE YOU ALREADY KNOW -- IT HAS THE SAME INFORMATION.
 4:56:35PM ESSENTIALLY ALREADY KNOWS WHERE IT IS IF YOU TOUCH WHERE YOU
 4:56:37PM WANT TO GO, A LINE --
 4:56:40PM >> SO WE DO HAVE IN OUR PORTFOLIO INTERACTIVE DIRECTORY
 4:56:46PM MAPS.
 4:56:47PM IT'S REALLY HARD TO MAINTAIN THOSE OUTSIDE.
 4:56:49PM THEY FAIL MORE THAN THEY DON'T.

 4:56:53PM SO WE'RE DOING STATIC HERE.
 4:56:56PM IT'S BEEN A LESSON LEARNED FOR OUR COMPANY.
 4:56:58PM ONE DAY THEY'LL HAVE GOOD PRODUCT.
 4:57:06PM >>Mary Gibbs: MAYBE YOU COULD MAKE THE "YOU ARE HERE" THING
 4:57:10PM BIGGER SO YOU CAN SEE WHERE YOU ARE.
 4:57:13PM >> THEY DO HAVE THE "YOU ARE HERE" ON THE MAP.
 4:57:17PM >>Mary Gibbs: SOMETIMES THEY ARE SMALL AND YOU CAN'T FIGURE
 4:57:19PM OUT WHERE YOU ARE.
 4:57:20PM >> YOU HAVE TO FIND WHERE YOU ARE FIRST.
 4:57:22PM >>Barry Jones: WHEN YOU COME BACK IN, SOME PANELS OR
 4:57:25PM SOMETHING OF SUBSTANCE WITH THE COLORS ON THEM, BECAUSE WHAT
 4:57:30PM PRINTS OUT ON PAPER ISN'T WHAT ALWAYS SHOWS UP ON ALUMINUM.
 4:57:33PM SO THE TYPE OF MATERIAL AND THE COLOR THAT YOU'RE GOING TO
 4:57:37PM PROPOSE IS A GOOD THING FOR US TO BE ABLE TO SEE AND REALLY
 4:57:41PM UNDERSTAND WHAT IT IS WE'RE GETTING.
 4:57:43PM BECAUSE LOTS OF TIMES, WHAT SHOWS UP ON PAPER ISN'T WHAT
 4:57:47PM ENDS UP IN THE FIELD.
 4:57:48PM >> YES, WE CAN DO THAT FOR THE NEXT MEETING.
 4:57:52PM WHEREVER THERE IS A PAINTED BACKGROUND, YEAH, IT WILL BE,
 4:57:56PM BUT WE CAN PUT THE PAINT ON A PIECE OF METAL BECAUSE THAT
 4:57:59PM ALSO PAINT ON METAL IS DIFFERENT THAN PAINT ON PAPER.
 4:58:03PM >>Barry Jones: YEAH, SAMPLES AND MATERIALS HELP US TO MAKE
 4:58:06PM INFORMED DECISIONS.
 4:58:07PM THANK YOU.
 4:58:09PM >>Al Paivandy: TO PUSH MY ISSUE, I APOLOGIZE, THAT

 4:58:12PM PARTICULAR MALL IS EXTREMELY LARGE, BELONGS TO SIMON.
 4:58:16PM >> I KNOW.
 4:58:16PM ST. JOHN'S TOWN CENTER.
 4:58:19PM THAT'S ONE OF MY PROPERTIES.
 4:58:23PM >>Al Paivandy: HAS NEVER FAILED AS FAR AS I KNOW.
 4:58:28PM >> THEY ARE VERY TROUBLESOME.
 4:58:30PM >>Al Paivandy: NO ARGUMENT THERE.
 4:58:31PM IT WOULD BE NICE.

4:58:33PM >> I'M JUST HAPPY WE GET TO REPLACE THOSE ROUND ONES.
 4:58:40PM >>Jim Wallace: THIS IS A BIG IMPROVEMENT, I THINK.
 4:58:42PM >> THANK YOU.
 4:58:42PM >>Anthony Gargano: I'M GOING TO OPEN IT TO THE PUBLIC.
 4:58:44PM ANYBODY FROM THE PUBLIC WISH TO BE HEARD?
 4:58:47PM >>Tammy Duran: WE DO NOT HAVE ANYBODY.
 4:58:48PM >>Anthony Gargano: NOTHING.
 4:58:49PM NO CARDS.
 4:58:50PM >>Tammy Duran: NO CARDS.
 4:58:52PM >>Anthony Gargano: TAMMY, LET THE MINUTES REFLECT THAT BOARD
 4:58:55PM MEMBER JONES JOINED US AT 4:42.
 4:58:58PM MARY, I'VE GOT A QUESTION.
 4:59:01PM ARE WE GOING TO HAVE TWO PARALLEL APPLICATIONS HERE?
 4:59:05PM ONE FOR THE SIGN AND ONE FOR THE PAINT?
 4:59:07PM SHOULDN'T THEY BE TOGETHER?
 4:59:09PM >>Mary Gibbs: WE ORIGINALLY WERE TALKING, I SUGGESTED IT
 4:59:13PM SHOULD BE KIND OF PACKAGED TOGETHER AS ONE APPLICATION.

 4:59:16PM THAT WOULD BE THE PAINTING AND THE SIGNS KIND OF IN AN
 4:59:19PM ADMINISTRATIVE AMENDMENT FOR PLANNING AND ZONING BOARD TO
 4:59:22PM REVIEW.
 4:59:23PM BUT I DON'T KNOW ABOUT THEIR TIMING.
 4:59:25PM I'LL HAVE TO TALK TO SCOTT ABOUT THEIR TIMING OF IT BECAUSE
 4:59:28PM THE PAINTING ONE MIGHT BE A LITTLE MORE COMPLICATED.
 4:59:32PM WE'RE LOOKING INTO IT NOW.
 4:59:33PM SO IT WOULD MAKE MORE SENSE TO HAVE IT ALL PACKAGED
 4:59:36PM TOGETHER.
 4:59:39PM >>Anthony Gargano: FROM A STANDPOINT OF CONSISTENCY AND
 4:59:42PM EFFICIENCY, I THINK IT WOULD BE BETTER TO PACKAGE IT.
 4:59:45PM >>Mary Gibbs: WE'LL HAVE A CONVERSATION ABOUT THAT.
 4:59:46PM >>Anthony Gargano: THANK YOU.
 4:59:47PM ANY FINAL COMMENTS, QUESTIONS?
 4:59:54PM >>Al Paivandy: GIVE THEM ENOUGH TIME TO PUT THE RIGHT SIGN.
 4:59:56PM [LAUGHTER]
 5:00:06PM >>Anthony Gargano: FOR OUR NEXT APPLICATION, I'VE GOT TO
 5:00:10PM READ A STATEMENT.
 5:00:13PM LADIES AND GENTLEMEN THIS MEETING AGENDA INCLUDES A
 5:00:16PM QUASI-JUDICIAL APPLICATION.
 5:00:19PM IN THESE MATTERS, THE BOARD SITS IN A QUASI-JUDICIAL
 5:00:23PM CAPACITY.
 5:00:24PM IF YOU INTEND TO PROVIDE TESTIMONY ON THE APPLICATION, YOU
 5:00:28PM MUST BE SWORN IN BY THE BOARD ATTORNEY.
 5:00:32PM SHE'LL DO THAT IN A MOMENT.

 5:00:33PM YOU SHOULD ALSO FILL OUT A PUBLIC SPEAKER'S CARD AND GIVE IT
 5:00:37PM TO THE DEPUTY VILLAGE CLERK BEFORE THE ITEM IS CALLED.
 5:00:41PM IN GENERAL ON EACH APPLICATION, WE WILL FIRST HEAR AN
 5:00:45PM INTRODUCTION FROM THE VILLAGE COMMUNITY DEVELOPMENT

5:00:46PM DIRECTOR, AND THEN A PRESENTATION FROM THE APPLICANT.
 5:00:50PM THE DIRECTOR MAY THEN MAKE A PRESENTATION.
 5:00:53PM AFTER THIS, I WILL ALLOW ANYONE FROM THE AUDIENCE WHO HAS
 5:00:56PM BEEN SWORN TO PROVIDE TESTIMONY.
 5:00:59PM PLEASE BE CONCISE WITH YOUR COMMENTS AND NOT TO EXCEED FIVE
 5:01:04PM MINUTES.
 5:01:04PM THE APPLICANT HAS THE RIGHT TO CROSS-EXAMINE ANY WITNESS AND
 5:01:09PM PROVIDE REBUTTAL.
 5:01:10PM NOW, ABOUT CROSS-EXAMINATION, WITNESSES, INCLUDING THE
 5:01:14PM PUBLIC, MAY BE SUBJECT TO CROSS-EXAMINATION.
 5:01:17PM THE PUBLIC WILL NOT BE PERMITTED TO CROSS-EXAMINE WITNESSES,
 5:01:21PM BUT THE PUBLIC MAY REQUEST THE BOARD TO DIRECT QUESTIONS ON
 5:01:25PM THEIR BEHALF TO EITHER STAFF OR THE APPLICANT.
 5:01:28PM PERSONS WHO HAVE BEEN DETERMINED BY THE BOARD TO BE
 5:01:33PM INTERESTED PARTIES MAY CROSS-EXAMINE WITNESSES.
 5:01:35PM IF A PERSON REPRESENTS AN ORGANIZATION, EVIDENCE OF THEIR
 5:01:39PM AUTHORITY TO SPEAK FOR THE ORGANIZATION MUST BE PROVIDED.
 5:01:43PM IN ADDITION, BEFORE THE PRESENTATION ON THE APPLICATION
 5:01:47PM BEGINS, ANY WRITTEN COMMUNICATIONS THAT HAVE BEEN RECEIVED
 5:01:51PM ON THE QUASI-JUDICIAL MATTER WILL BE PLACED INTO THE PUBLIC
 5:01:54PM RECORD.

 5:01:54PM I WILL ALSO ASK EACH BOARD MEMBER TO DISCLOSE ANY EX PARTE
 5:01:59PM COMMUNICATIONS REGARDING THE PARTICULAR APPLICATION BEFORE
 5:02:02PM IT IS HEARD, AND ANY BOARD MEMBER THAT HAS A CONFLICT
 5:02:05PM REGARDING THE APPLICATION MUST DECLARE THAT CONFLICT AND
 5:02:09PM WILL NOT BE ALLOWED TO PARTICIPATE IN THE DISCUSSION OR VOTE
 5:02:12PM ON THE APPLICATION.
 5:02:13PM WILL ALL THOSE WHO INTEND TO TESTIFY IN THIS HEARING PLEASE
 5:02:18PM STAND AND RAISE YOUR RIGHT HAND, AND OUR BOARD ATTORNEY WILL
 5:02:21PM ADMINISTER THE OATH.
 5:02:27PM >>Nancy Stroud: DO YOU SWEAR OR AFFIRM THAT THE TESTIMONY
 5:02:30PM YOU GIVE TONIGHT WILL BE THE TRUTH, THE WHOLE TRUTH, AND
 5:02:32PM NOTHING BUT THE TRUTH?
 5:02:34PM >> I DO.
 5:02:37PM >>Anthony Gargano: OKAY.
 5:02:37PM THANK YOU.
 5:02:38PM MARY, DO YOU WANT TO KICK THIS ONE OFF OR GET READY TO TEE
 5:02:45PM THIS ONE OFF?
 5:02:46PM I'M GOING TO ASK, DOES ANY BOARD MEMBER HAVE EX PARTE
 5:02:50PM COMMUNICATIONS ON THIS MATTER?
 5:02:52PM >> NO.
 5:02:53PM >> NO.
 5:02:53PM >>Anthony Gargano: ANY CONFLICTS OF INTEREST ON THIS MATTER?
 5:02:56PM >> NO.
 5:02:58PM >> NO.
 5:03:00PM >> NO.

5:03:00PM >>Anthony Gargano: THANK YOU.
 5:03:01PM >> NANCY, I DON'T THINK YOUR MIKE IS ON.
 5:03:07PM >>Mary Gibbs: TAMMY, I THINK THERE IS A MIKE PROBLEM.
 5:03:10PM NANCY'S LAST MEETING SO WE'RE NOT GOING TO LET HER TALK
 5:03:15PM TONIGHT.
 5:03:17PM [LAUGHTER]
 5:03:17PM ALONG THE LINES OF TALKING ABOUT PAINTING, WE HAVE A REPAINT
 5:03:28PM APPLICATION FOR WALMART, WHICH YOU ALL KNOW WHERE WALMART
 5:03:32PM IS.
 5:03:32PM YOU MIGHT RECALL, BUT YOU MIGHT NOT RECALL BECAUSE IT WAS
 5:03:36PM LAST YEAR WHEN WALMART CAME IN WITH THE APPLICATION TO DO
 5:03:41PM THE ADDITION ON THE NORTH SIDE OF THE BUILDING FOR THE
 5:03:45PM PACKAGE PICKUP AND THE STORING THE THINGS THAT COME IN
 5:03:49PM ONLINE.
 5:03:50PM SO AT THAT TIME, WHEN IT CAME TO THE BOARD FOR THE APPROVAL
 5:03:55PM OF THE DEVELOPMENT ORDER, THE APPLICANT AT THE TIME, THE
 5:03:59PM ENGINEERING FIRM HAD A SLIDE ON THE PowerPoint THAT SHOWED
 5:04:01PM A GRAY BUILDING.
 5:04:02PM WELL, WE THOUGHT THAT WAS AN ILLUSTRATIVE PICTURE OF ONE OF
 5:04:07PM THE OLDER WALMARTS, BUT IT TURNED OUT THAT THEY MENTIONED AT
 5:04:09PM A MEETING, OH, WE WANT TO REPAINT IT.
 5:04:12PM WE WERE LIKE, WHOA, WE DON'T HAVE ANY APPLICATION, SO WE ARE
 5:04:16PM NOT APPROVING THAT AT THIS TIME.
 5:04:17PM THAT'S KIND OF HOW THIS GENERATED.
 5:04:19PM AND THEN WE TOLD THEM, IF YOU DO WANT TO REPAINT, WE NEED TO

 5:04:24PM SEE THE COLORS COME IN, GET AN APPLICATION.
 5:04:26PM SUBSEQUENT TO THAT, WE HAD -- WALMART CAME IN AND THEY GAVE
 5:04:30PM US AN APPLICATION THAT WAS A LOT OF BROWN, LIKE A REALLY
 5:04:36PM DARK BROWN, KIND OF MONOTONE LOOKING, ALL KIND OF MOSTLY ONE
 5:04:40PM COLOR.
 5:04:40PM AND WE TOLD THEM THAT -- STAFF REVIEWED AND IT DOES NOT MEET
 5:04:45PM THE CODE.
 5:04:45PM SO WE CANNOT TAKE THAT TO THE PLANNING ZONING DESIGN BOARD
 5:04:49PM BECAUSE IT DOESN'T MEET THE CODE.
 5:04:51PM WE'VE BEEN THROUGH A COUPLE OF ITERATIONS WITH THE WALMART
 5:04:55PM REPRESENTATIVES.
 5:04:56PM THE LATEST ONE THAT YOU HAVE IN YOUR PACKET, WHICH REALLY
 5:04:59PM DOESN'T LOOK LIKE THAT COLOR ON THE WALL, BUT WE HAD TOLD
 5:05:04PM THEM IT CAN'T BE MONOCHROMATIC ALL ONE COLOR.
 5:05:07PM YOU NEED TO DO COLOR BLOCKING AND HAVE VARIETY OF COLORS.
 5:05:11PM THEY HAVE DONE THAT.
 5:05:12PM GOING TO LET THE APPLICANT, BETH PRIMROSE IS HERE FROM
 5:05:16PM CUHACI PETERSON.
 5:05:18PM I THINK I PRONOUNCED THAT RIGHT.
 5:05:20PM SHE'S BEEN WORKING ON THIS WITH OUR STAFF.
 5:05:22PM BUT WE TOLD THEM, LET'S TAKE IT TO THE BOARD AND GET SOME
 5:05:25PM COMMENTS FROM THE BOARD.

5:05:27PM IF YOU ARE COMFORTABLE WITH IT, YOU CAN APPROVE IT TONIGHT.
 5:05:29PM IF YOU ARE NOT COMFORTABLE WITH IT, YOU CAN ALWAYS CONTINUE
 5:05:32PM IT, OR IF YOU HAVE ANY SUGGESTIONS ON ANY DIFFERENT COLORS

 5:05:36PM OR LIGHTENING UP THE COLORS.
 5:05:38PM BUT I WANT BETH TO EXPLAIN THE LOGO, WALMART AND SOME OF THE
 5:05:42PM THINGS THEY ARE DOING WITH THE COLORS.
 5:05:44PM IF YOU DON'T HAVE ANY QUESTIONS, LET ME TURN IT OVER TO
 5:05:46PM BETH.
 5:05:47PM >>Anthony Gargano: THANK YOU, MARY.
 5:05:54PM >>Beth Primrose: GOOD EVENING.
 5:05:55PM AGAIN, I AM BETH PRIMROSE.
 5:05:57PM I'M WITH CUHACI PETERSON.
 5:05:59PM WE ARE THE ARCHITECT OF RECORD FOR THIS REMODEL AND
 5:06:03PM EXPANSION PROJECT.
 5:06:05PM AND MY ROLE WITHIN THE COMPANY IS, ON THE WALMART TEAM, IS
 5:06:11PM TO BE WALMART'S AMBASSADOR FOR THEIR BRANDING.
 5:06:13PM EVERY DAY I SPECIFICALLY DEAL WITH THEIR SIGNAGE AND THEIR
 5:06:19PM COLORS.
 5:06:19PM MARY IS CORRECT.
 5:06:23PM WHEN THE CIVIL TEAM CAME IN TO FIRST PRESENT THE EXPANSION,
 5:06:28PM THEY DID HAVE A RENDERING OF THE EXTERIOR ELEVATIONS WITH A
 5:06:34PM GRAY AND WALMART BLUE.
 5:06:35PM IN FEBRUARY OF LAST YEAR, WALMART REBRANDED.
 5:06:39PM THEY REDUCED THE NUMBER OF COLORS ON THEIR STORES TO ONE,
 5:06:44PM AND THEY ARE BLUE.
 5:06:45PM SO THEY SIMPLIFIED EVERYTHING, AND WE HAD TO START WITH THAT
 5:06:51PM BECAUSE IT'S OUR RESPONSIBILITY REPRESENTING THAT CLIENT TO
 5:06:57PM START WITH THE FULL BRANDING AND THEN SEE WHERE THAT TAKES

 5:07:00PM US.
 5:07:01PM MARY, MARYANN AND I HAVE BEEN DOING BACK AND FORTH AS WE TRY
 5:07:08PM TO FIGURE THIS OUT.
 5:07:10PM I FINALLY WENT BACK TO WALMART AND SAID, CUSTOM COLORS,
 5:07:14PM CLEAN SLATE.
 5:07:15PM SO WE'RE STEPPING AWAY FROM THEIR BRANDING TO SOME EXTENT.
 5:07:24PM IN THE ELEVATIONS THAT WE HAVE DEVELOPED -- HOW DO I ZOOM
 5:07:33PM IN?
 5:07:33PM WITH THE BRANDING, THEY DO HAVE AN EARTH-TONE PALETTE.
 5:08:01PM AND THE BROWN THAT WE REPRESENTED ON THE ELEVATIONS IS IN
 5:08:05PM THEIR BRANDING EARTH-TONE PALETTE.
 5:08:09PM WE STARTED OFF WITH THE DARKER BROWN AND TOO MUCH.
 5:08:14PM SO THIS IS THE MEDIUM BROWN.
 5:08:17PM WE CHOSE IT BECAUSE IT PROVIDES A NICE CONTRAST WITH THE
 5:08:22PM SIGNAGE.
 5:08:23PM WE CAN'T HAVE SIGNAGE ON A VERY LIGHT COLORED BACKGROUND OR
 5:08:27PM ELSE IT WILL JUST BLEND IN AND BE NONEFFECTIVE ON THE
 5:08:31PM PROPERTY.

5:08:32PM SO WE DIDN'T WANT THE SIGNAGE ON SOME OF THE LIGHTER TONES
 5:08:36PM THAT WE ARE PRESENTING.
 5:08:38PM ALSO IT IS A BRAND COLOR.
 5:08:43PM SIGNAGE, BRANDING, THAT'S HOW WE KIND OF DEVELOPED THIS.
 5:08:46PM WE CAN MAKE SOME MODIFICATIONS AND CHANGE UP WHERE IT IS
 5:08:52PM APPLIED ON THE WALL.
 5:08:54PM OUR ONLY REQUEST IS THAT WE WOULD APPRECIATE IT IF WE COULD

5:08:59PM KEEP IT BEHIND WHERE THE SIGNAGE IS LOCATED. SO WE'RE OPEN
 5:09:02PM TO SUGGESTIONS, BUT WE WOULD STILL LIKE TO REPRESENT
 5:09:08PM WALMART'S BRANDING.
 5:09:11PM >>Kristin Jeannin: DO YOU HAVE ANY PICTURES OF WHAT IT LOOKS
 5:09:14PM LIKE NOW?
 5:09:14PM IT'S HARD TO FIGURE OUT WHAT THESE COLORS ARE GOING TO LOOK
 5:09:19PM LIKE ON THE TEXTURES OF THE BUILDING.
 5:09:29PM >>Michael Sheeley: IS THAT BROWN YOU TALKED ABOUT THE
 5:09:32PM STICKS & STONES SAMPLE?
 5:09:35PM >>Beth Primrose: IT IS.
 5:09:39PM >> CUTE NAME.
 5:10:04PM >>Kristin Jeannin: IT'S NOT THAT DIFFERENT THAN WE'VE GOT
 5:10:06PM THERE NOW.
 5:10:07PM >>Barry Jones: THE BLOCKING IS SIMILAR.
 5:10:09PM THE OVERALL MASS IS DARKER.
 5:10:12PM >>Michael Sheeley: THAT BROWN IS THE BROWN ALREADY BEHIND
 5:10:14PM YOUR SIGN, IS THAT THE CURRENT COLOR?
 5:10:16PM >>Beth Primrose: WE CHANGED THE WHOLE COLOR SCHEME.
 5:10:19PM WE ARE NOT USING ANY OF THE EXISTING COLORS.
 5:10:22PM WHAT I DID WAS I STARTED WITH THE SHERWIN WILLIAMS DECK AND
 5:10:27PM I TRIED TO FIND COLORS THAT WERE STILL IN THIS SCHEME
 5:10:33PM BECAUSE CAYO DE ESTERO ACROSS THE STREET AND NEIGHBORING
 5:10:39PM BUSINESSES KIND OF HAVE SOME OF THESE COLORS IN THEIR
 5:10:42PM PALLET.
 5:10:42PM WE DID NOT WANT TO MIMIC THOSE COLORS.

5:10:46PM WE WANT TO COMPLEMENT THEM.
 5:10:47PM BE A LITTLE BIT DIFFERENT FROM THEM.
 5:10:48PM IT DOESN'T MAKE SENSE TO HAVE THE SAME COLOR PALETTE ON
 5:10:53PM EVERY BUILDING IN THE SAME GENERAL AREA.
 5:10:55PM AND WE PLAYED UPON THE COLORS THAT WERE ALREADY ON THE
 5:10:58PM BUILDING.
 5:10:58PM WE TRIED TO FIND ONES THAT COMPLEMENTED EACH OTHER.
 5:11:01PM SO COLORS TEND TO BE A LITTLE BIT MORE BLUE OR A LITTLE BIT
 5:11:05PM MORE PINK.
 5:11:09PM WE TRIED TO BALANCE THE HUE TO MAKE SURE THEY COMPLEMENTED
 5:11:13PM EACH OTHER.
 5:11:15PM >>Michael Sheeley: AS I LOOK AT IT, THE PAINT CHIPS YOU
 5:11:18PM PROVIDED, THE FIVE COLORS ARE FINE.
 5:11:20PM AND THEY ARE -- THEY READ ESTERO TO ME.

5:11:25PM THE PROBLEM IS HOW THEY ARE UTILIZED ON THE BUILDING, IN MY
 5:11:27PM OPINION, BECAUSE THE BUILDING READS AS A BIG DRAB BROWN
 5:11:33PM BUILDING.
 5:11:33PM I THINK REUSE OF THE COLORS IN DIFFERENT AREAS, YOUR PRIMARY
 5:11:38PM COLOR IS THAT BROWN COLOR THROUGHOUT THE BUILDING, WHICH
 5:11:41PM GIVES THE BUILDING, IN MY OPINION, JUST A DRAB APPEARANCE.
 5:11:44PM WE'RE IN FLORIDA.
 5:11:46PM WE'RE ALL ABOUT COLOR HERE, RIGHT?
 5:11:47PM LET'S NOT HAVE A BUILDING THAT SHOULD BE IN PITTSBURGH.
 5:11:52PM MY SUGGESTION, TRY TO LIVEN IT UP WITH THE COLORS AND DO A
 5:11:57PM BETTER USE OF CONTRAST AND LIGHTEN THE BUILDING BECAUSE I

 5:12:01PM THINK IT JUST DOESN'T READ WELL AT ALL.
 5:12:03PM YOU ARE ALSO LIMITING YOURSELF WITH THE QUALITY OF THE
 5:12:07PM PRINTING AND THE QUALITY OF THE DRAWINGS IN TERMS OF THEIR
 5:12:11PM PRESENTATION BECAUSE THEY DON'T APPEAR PROPER OR CORRECT IN
 5:12:15PM TERMS OF THE COLOR PALETTE.
 5:12:17PM SO IT'S HARD FOR US TO LOOK AT THE DRAWINGS AND SEE, THEY
 5:12:20PM LOOK COMPLETELY DIFFERENT THAN THE FIVE SWATCHES I HAVE
 5:12:23PM SITTING IN FRONT OF ME HERE.
 5:12:25PM PART OF IT IS YOUR RENDERINGS OR YOUR PRESENTATION AS WELL,
 5:12:28PM WHICH COULD HELP YOU A LOT.
 5:12:31PM >>Beth Primrose: WE USE THE RGB DIGITAL VALUES DIRECTLY FROM
 5:12:35PM SHERWIN WILLIAMS.
 5:12:40PM >>Michael Sheeley: EVERY COMPUTER, THEY ARE GOING TO LOOK
 5:12:42PM DIFFERENT.
 5:12:43PM >>Kristin Jeannin: OR PRINTER.
 5:12:44PM >>Beth Primrose: THAT'S WHY I BROUGHT THE LARGER SIZE TO
 5:12:47PM PASS AROUND.
 5:12:49PM >>Michael Sheeley: EXPLAIN THE COLOR VARIATIONS, HELP A
 5:12:51PM COLOR RENDERING 3D WITH BETTER LIGHT AND SHADOW AND THINGS
 5:12:55PM LIKE THAT, I THINK THAT WOULD HELP EXPLAIN IT A LOT.
 5:12:58PM MY OPINION, OVERALL, THE BUILDING IS TOO BROWN.
 5:13:02PM >>Barry Jones: IS STICKS & STONES THE MAJOR BRICK COLOR
 5:13:05PM OTHER THAN THE PORTALS?
 5:13:09PM >>Michael Sheeley: YEAH, THAT'S THE COLOR.
 5:13:10PM >>Barry Jones: THAT LOOKS LIKE A DIFFERENT COLOR THAN ON THE

 5:13:13PM WALMART SIGN.
 5:13:14PM I THINK THE MATERIAL IS CAUSING IT TO SHADE DIFFERENT.
 5:13:16PM >>Kristin Jeannin: LESS UNDERNEATH IT.
 5:13:20PM >>Beth Primrose: STICKS AND STONES IS BEHIND THE WALMART
 5:13:23PM SIGN.
 5:13:23PM BECAUSE THAT IS A METAL PANEL, THE COLOR DOES REPRESENT
 5:13:27PM DIFFERENTLY THAN ON THE SPLIT FACE CMU IN THIS PARTICULAR --
 5:13:32PM >>Kristin Jeannin: THAT'S WHY I WANTED TO BRING UP THE
 5:13:34PM EXISTING IMAGE, IF YOU WANT TO CLICK -- I THINK IT'S
 5:13:39PM PROBABLY IN CHROME.

5:13:41PM THERE REALLY ISN'T THAT MUCH TEXTURE ON THE BUILDING
 5:13:44PM COMPARED TO WHAT THE DRAWING SHOWS EITHER.
 5:13:47PM >>Barry Jones: ARE YOU ADDING THE SPLIT FACE?
 5:13:49PM >>Beth Primrose: ALL THE MATERIALS ARE EXISTING, EXCEPT FOR
 5:13:52PM THE EXPANSION, WHICH IS NEW CONSTRUCTION.
 5:14:02PM >>Barry Jones: THE SPLIT FACE DOESN'T ABSORB THE LIGHT AS
 5:14:04PM MUCH AS IT DOES IN YOUR IMAGE, I DON'T THINK.
 5:14:12PM >>Jim Wallace: PROBABLY THE ONLY QUESTION I HAVE, BECAUSE IF
 5:14:14PM I LOOK AT THE FRONT AND REAR, I GO, HMM, BUT IS THERE A
 5:14:20PM REASON WHY YOU PICKED STICKS & STONES?
 5:14:23PM PARTICULARLY SEE IT ON THE LEFT AND WHATEVER SIDE AS YOUR
 5:14:28PM MAIN BODY COLOR?
 5:14:29PM IS THERE A REASON WHY YOU PICKED THAT?
 5:14:32PM >>Beth Primrose: WELL, ON THE FRONT ELEVATION WE HAVE IT
 5:14:35PM THERE TO, ONE, IT IS -- IT IS IN WALMART'S --

 5:14:40PM >>Jim Wallace: BUT IT'S ON THE WHOLE BUILDING.
 5:14:42PM >>Beth Primrose: YES, AND WE JUST CONTINUED IT AROUND US.
 5:14:45PM WE DON'T HAVE TO.
 5:14:46PM WE DEFINITELY DON'T HAVE TO DO THAT.
 5:14:48PM >>Jim Wallace: YOU SEEM TO OBVIOUSLY FOR SOME REASON YOU
 5:14:51PM SELECTED THAT COLOR, AND WE'RE STARTING TO SEE THAT IT'S
 5:14:57PM MAYBE TOO DARK.
 5:15:00PM IS THERE A REASON WHY YOU PICKED THAT COLOR?
 5:15:03PM >>Kristin Jeannin: FOR THE CONTRAST OF THE SIGNAGE.
 5:15:06PM >>Jim Wallace: THAT PARTICULAR COLOR.
 5:15:07PM >>Mary Gibbs: MAY I SAY SOMETHING?
 5:15:09PM I THINK THEY PARTLY PICKED THE COLOR BECAUSE THE ORIGINAL
 5:15:12PM COLOR THEY HAD WAS A VERY DARK BROWN AND IT WAS TOTALLY
 5:15:15PM DRAB.
 5:15:16PM SO WE SAID LIGHTEN UP THE BROWN.
 5:15:18PM SO I THINK THAT'S WHY BETH WENT --
 5:15:20PM >>Beth Primrose: THIS IS THE NEXT STEP DOWN.
 5:15:22PM WALMART HAS THREE BROWNS IN THEIR EARTH TONE PALETTE.
 5:15:25PM THEY HAVE A LIGHT, MEDIUM, AND A DARK.
 5:15:28PM THE DARK WAS REJECTED.
 5:15:29PM SO WE STEPPED BACK.
 5:15:32PM MEDIUM IS THE ACCEPTABLE COLOR FOR THEM BEHIND THEIR
 5:15:38PM SIGNAGE.
 5:15:39PM THE LIGHT IS JUST TOO LIGHT.
 5:15:40PM SO WE WERE PUTTING IT ON THE SPLIT FACE CMU --

 5:15:45PM >>Jim Wallace: WHAT IS THE STICKS AND STONES?
 5:15:46PM MEDIUM OR LIGHT?
 5:15:53PM >>Barry Jones: MADE THE CMU THE LIGHTEST BROWN AND KEPT YOUR
 5:15:56PM DARKER BROWN, JUST ADD IN ANOTHER COLOR TO THE PALETTE.
 5:16:01PM >>Michael Sheeley: I THINK THE PALETTES YOU HAVE WORK.
 5:16:04PM IT'S JUST HOW IT IS UTILIZED.

5:16:05PM TO ME, STICKS AND STONES SHOULD BE MORE OF AN ACCENT COLOR
 5:16:08PM AND NOT A BODY COLOR.
 5:16:10PM >>Barry Jones: BUT THEY NEED IT FOR THE BACKING ON THE SIGN.
 5:16:17PM WHAT ARE YOU USING AS A BODY?
 5:16:19PM >>Michael Sheeley: ONE OF THE LIGHTER COLORS.
 5:16:21PM >>Jim Wallace: I AGREE.
 5:16:23PM IT'S AN ACCENT COLOR.
 5:16:25PM THIS IS A LARGE BUILDING.
 5:16:35PM >>James Tatoes: I THINK FROM A PSYCHOLOGICAL POINT OF
 5:16:38PM VIEW, YOU WOULD FEEL MORE COMFORTABLE GOING INTO SOMETHING
 5:16:40PM THAT IS LIGHT RATHER THAN SOMETHING THAT IS DARK.
 5:16:44PM JUST PSYCHOLOGICAL.
 5:16:45PM WHY WOULD I WANT TO GO INTO A HOLE WHEN I COULD GO INTO SOME
 5:16:49PM PLACE THAT ILLUMINATES AND LIFTS ME UP?
 5:16:51PM JUST EXACTLY WHAT MIKE WAS SAYING, I THINK THAT THE REVERSE
 5:16:57PM OF WHAT YOU HAVE THERE WOULD MAKE A BIG DIFFERENCE
 5:17:00PM PSYCHOLOGICALLY TO ME ANYWAY.
 5:17:02PM DO YOU WANT TO GO INTO A DARK BUILDING OR GO INTO A LIGHT
 5:17:06PM BUILDING?

 5:17:09PM >> THAT IS ON WALMART.
 5:17:11PM THEY DO HAVE THE DARK GRAY AND THE DARK BROWN AS THEIR
 5:17:15PM PRIMARY COLOR THAT THEY WANT TO USE TO REPRESENT THEIR
 5:17:19PM STORE.
 5:17:23PM >> THIS IS ESTERO, SO WE DON'T DO THAT.
 5:17:24PM [LAUGHTER]
 5:17:27PM >>Jim Wallace: THIS REMINDS ME OF -- THIS IS HOW OLD I AM.
 5:17:31PM I SAT ON THE PANEL ORIGINALLY.
 5:17:35PM WHEN THERE WAS THE PLANNING OF WHEN YOU WERE ORIGINALLY
 5:17:39PM GOING TO BE DOWN AT COCONUT ROAD AND MOVED IT UP HERE UNDER
 5:17:42PM THE ECCL, AND THIS IS -- MAYBE A LITTLE SIDE STORY, BUT I
 5:17:48PM THINK YOU'LL APPRECIATE IT.
 5:17:49PM BECAUSE I THINK IT APPLIES TODAY.
 5:17:51PM I WAS PRESENTING RIGHT AFTER WALMART.
 5:17:56PM AND I THOUGHT, OH, IT'S GOING TO BE TOUGH.
 5:17:58PM I'M GOING TO FOLLOW THIS.
 5:17:59PM IT DIDN'T GO WELL FOR WALMART.
 5:18:02PM THEY CAME OUT AND SAID, WELL, YOU MUST BE REALLY UPSET.
 5:18:07PM NO, THIS IS OUR FIRST PRESENTATION.
 5:18:09PM HE OPENED UP HIS PORTFOLIO AND HE SAID TO ME, AND HERE I
 5:18:13PM HAVE NUMBER TWO AND THREE AND FOUR.
 5:18:14PM BECAUSE THIS HAPPENS TO WALMART THROUGHOUT THE COUNTRY AS IT
 5:18:20PM DOES TO MANY MAJOR BRANDS.
 5:18:23PM SO YOU VERY SUCCESSFULLY HAD A WORKSHOP, SATURDAY WORKSHOP,
 5:18:30PM AND SOMEWHAT SIMILAR TO THIS WHERE PEOPLE EXPRESSED THEIR

 5:18:33PM MINDS, AND YOU ENDED UP CREATING A VERY INTERESTING BUILDING
 5:18:38PM WITH TWO FRONTS.

5:18:40PM THE GUY THAT SUGGESTED THE SECOND FRONT ON ESTERO PARKWAY
 5:18:43PM WAS THIS GUY BECAUSE I SAT IN THAT WORKSHOP.
 5:18:46PM SO I ENCOURAGE YOU TO LISTEN LIKE YOU DID THAT SATURDAY AND
 5:18:52PM COME UP WITH A GREAT BUILDING, WHICH I THINK YOU CAN.
 5:18:56PM >>Beth Primrose: WELL, THANK YOU.
 5:18:58PM I'LL DO MY BEST.
 5:19:02PM >>James Tatooles: I THINK IT'S A COMPLIMENT TO THE COMPANY
 5:19:06PM WHEN THEY DON'T STICK -- LIKE, I'VE KNOWN PLACES WHERE
 5:19:09PM WALMART HAS TO HAVE ITS COLOR AND WON'T BEND.
 5:19:15PM AND WHAT HAPPENS IS EITHER YOU GO IN THERE WITH A
 5:19:18PM DISGRUNTLED FEELING BETWEEN THE COMMUNITY AND WALMART OR
 5:19:22PM ELSE WALMART IS DOING JUST AS WE'RE DOING HERE, AND WE'RE
 5:19:25PM GOING TO WORK TOGETHER AND END UP WITH SOMETHING THAT BOTH
 5:19:28PM ARE VERY HAPPY WITH.
 5:19:29PM I LIKE THIS APPROACH.
 5:19:30PM I THINK THAT THERE'S SOMETHING TO BE SAID FOR LISTENING BACK
 5:19:35PM AND FORTH.
 5:19:39PM >>Anthony Gargano: I THINK A KEY POINT MADE EARLIER, MADE BY
 5:19:42PM OUR VICE-CHAIR, AND -- WHICH WAS, YOUR PALETTE WORKS.
 5:19:50PM IT IS THE PRESCRIBED PALETTE.
 5:19:52PM THE PALETTE WORKS, BUT IT'S THE APPLICATION OF THE PALETTE,
 5:19:55PM THE USE OF THE PALETTE.
 5:19:57PM >> NO, WE DIDN'T WANT THE COLORS KIND OF TOUCHING EACH

 5:20:00PM OTHER, SO WE DIDN'T WANT THE TERRA-COTTA KIND OF TOUCHING ON
 5:20:05PM ANOTHER ELEMENT OF THE BUILDING WITH A DIFFERENT TEXTURE
 5:20:09PM BEING THE SAME COLOR.
 5:20:10PM SO WE TRIED TO ISOLATE THE COLORS TO CREATE THAT POP FACTOR
 5:20:17PM TO SOME EXTENT.
 5:20:18PM BUT WE CAN DEFINITELY CHANGE THINGS UP.
 5:20:21PM MAYBE INTRODUCE THAT LIGHT BROWN AS THE PRIMARY WALL COLOR.
 5:20:27PM WALMART DOES UTILIZE WITH THEIR SIGNAGE, THEY WILL DO A
 5:20:33PM BACKGROUND COLOR.
 5:20:36PM TYPICALLY THEY ARE BLUE BEHIND LIKE PHARMACY DRIVE-THROUGH
 5:20:38PM SIGNS.
 5:20:39PM WE DO NOT HAVE THE BLUE ON THE BUILDING HERE.
 5:20:41PM WE HAVE THE MEDIUM BROWN, BUT THERE ARE EXTENTS THAT THEY
 5:20:52PM DEFINE.
 5:20:53PM IF YOU HAVE A TWO-FOOT LETTER, IT WOULD BE TWO FOOT OF BLUE
 5:20:56PM ON EITHER SIDE.
 5:20:58PM WE CAN DO A RECTANGLE OF THE STICKS & STONES BEHIND THE
 5:21:05PM SIGNAGE BASED UPON THOSE GUIDELINES, AND THEN INTRODUCE
 5:21:11PM ANOTHER LIGHTER WALL COLOR OR UTILIZE ONE OF THESE FIVE
 5:21:17PM COLORS.
 5:21:18PM WOULD THAT BE ACCEPTABLE TO STILL KEEP THIS BEHIND THE
 5:21:25PM SIGNAGE AND THEN --
 5:21:27PM >> SURE.
 5:21:28PM >>Michael Sheeley: SURE.

5:21:29PM I THINK YOU CAN MAKE THAT WORK.

5:21:33PM >>Anthony Gargano: SO IT SOUNDS LIKE WE'RE GOING TO BE
5:21:35PM CONTINUING THIS, MARY.
5:21:37PM LET ME OPEN IT TO THE PUBLIC.
5:21:39PM DO YOU HAVE ANY CARDS, TAMMY?
5:21:41PM >>Tammy Duran: I DO NOT.
5:21:42PM >>Anthony Gargano: ANYBODY FROM THE PUBLIC THAT'S OUT THERE
5:21:44PM WANTS TO BE HEARD ON THIS MATTER?
5:21:46PM OKAY.
5:21:48PM I'LL CLOSE THE PUBLIC PORTION.
5:21:50PM IT LOOKS LIKE WE'RE GOING TO BE CONTINUING, GIVE YOU A
5:21:56PM CHANCE TO REVISIT WHAT YOU'VE DONE HERE.
5:21:59PM >>Beth Primrose: OKAY.
5:22:00PM >>Mary Gibbs: OUR NEXT MEETING IS MARCH 10th.
5:22:04PM MAYBE YOU COME BACK WITH ANOTHER, AND STAFF WILL HELP YOU
5:22:09PM WITH MAYBE A COUPLE --
5:22:13PM >>Beth Primrose: HAVE THE 3D RENDERINGS.
5:22:15PM >>Michael Sheeley: THAT WOULD BE VERY HELPFUL.
5:22:20PM >>Anthony Gargano: CAN I HAVE A MOTION, PLEASE FOR
5:22:22PM CONTINUING THIS MATTER?
5:22:24PM >>Nancy Stroud: UNTIL MARCH 10, A TIME CERTAIN.
5:22:27PM >>Anthony Gargano: UNTIL MARCH 10.
5:22:29PM >> SO MOVED.
5:22:31PM >> SECOND.
5:22:32PM >>Anthony Gargano: ANY QUESTIONS ON THE MOTION?
5:22:33PM CAN WE HAVE A ROLL CALL VOTE, PLEASE, TAMMY?

5:22:38PM >>Kristin Jeannin: YES.
5:22:40PM >>Barry Jones: YES.
5:22:42PM >>Al Paivandy: YES.
5:22:44PM >>Michael Sheeley: YES.
5:22:45PM >>James Tatooles: YES.
5:22:47PM >>Jim Wallace: YES.
5:22:49PM >>Anthony Gargano: YES.
5:22:50PM THANK YOU VERY MUCH.
5:22:53PM >>Beth Primrose: THANK YOU VERY MUCH.
5:22:54PM APPRECIATE YOUR TIME.
5:23:00PM >>Anthony Gargano: OKAY.
5:23:01PM AT THIS POINT, I'M GOING TO BE TURNING IT OVER TO MARY FOR A
5:23:12PM LITTLE RECOGNITION.
5:23:15PM BUT WHILE WE'RE DOING THAT, I'M GOING TO START -- JIM, I'LL
5:23:25PM START WITH YOU.
5:23:26PM I'LL ASK EACH BOARD MEMBER IF THERE ARE ANY COMMENTS THEY
5:23:29PM HAVE TO MAKE WITH REGARD TO THE RETIREMENT OF OUR
5:23:32PM ILLUSTRIOUS BOARD ATTORNEY.
5:23:35PM JIM, ANYTHING YOU WOULD LIKE TO SAY?
5:23:38PM >>Jim Wallace: THANK YOU, NANCY.

5:23:39PM >>Nancy Stroud: THANK YOU.
 5:23:42PM >> THAT IS THE SHORTEST COMMENT YOU HAVE EVER MADE.
 5:23:45PM [LAUGHTER]
 5:23:51PM >> JUST BROKE THE RECORD.
 5:23:55PM >>Kristin Jeannin: THANK YOU.

5:23:57PM YOU KNOW, I'VE ALWAYS REALLY APPRECIATED THE WAY THAT YOU'VE
 5:24:00PM BROKEN THINGS DOWN FOR US AND BEEN ABLE TO EXPLAIN SOME
 5:24:03PM PRETTY COMPLEX SUBJECTS TO US.
 5:24:05PM SO THANK YOU.
 5:24:07PM >>Barry Jones: I'LL SAY I'M SORRY BECAUSE I KNOW I'VE TESTED
 5:24:11PM YOUR PATIENCE.
 5:24:11PM [LAUGHTER]
 5:24:12PM SO I ALWAYS APPRECIATE YOUR GUIDANCE AND LOOK FORWARD TO IT.
 5:24:17PM YES, ENJOYED THE TIME TOGETHER.
 5:24:21PM MUCH APPRECIATED.
 5:24:23PM >>Al Paivandy: ALTHOUGH I HAVE A SHORT TIME WITH YOU, SINCE
 5:24:27PM I'VE JOINED HERE, I REALLY HAVE ENJOYED WORKING WITH YOU.
 5:24:31PM AS I MENTIONED IS TO YOU, THANK YOU FOR KEEPING US IN CHECK
 5:24:34PM BECAUSE WE DO GO WILD.
 5:24:40PM >>Anthony Gargano: JIM, ANYTHING?
 5:24:42PM >>James Tatooles: I APPRECIATE THE FACT THAT YOU WERE SO
 5:24:44PM GENTLE IN YOUR APPROACH TO BE ABLE TO LET EACH PERSON GIVE
 5:24:50PM THEIR VIEW AND LISTEN CAREFULLY BUT THEN COME OUT WITH
 5:24:54PM SOMETHING THAT MIGHT BE COMPLETELY DIFFERENT THAN WHAT ANY
 5:24:57PM ONE OF US SAID.
 5:24:59PM >> HEAR, HEAR.
 5:25:01PM >>Michael Sheeley: THANK YOU FOR EVERYTHING.
 5:25:02PM WE HAVE LEARNED A LOT FROM YOU.
 5:25:04PM AND WE WISH YOU LUCK, AND YOU DON'T HAVE TO DRIVE ANY MORE
 5:25:10PM ACROSS THE STATE.

5:25:10PM SO THANK YOU.
 5:25:12PM >>Anthony Gargano: NANCY, I WOULD LIKE TO THANK YOU FOR ALL
 5:25:14PM OF YOUR SUPPORT AND YOUR REMINDERS THAT I OFTEN NEED.
 5:25:19PM I KNOW YOU LOOK FORWARD TO -- FROM GOING FROM A PLANNING,
 5:25:27PM ZONING AND DESIGN BOARD TO IN YOUR RETIREMENT A CHARCUTERIE
 5:25:34PM BOARD.
 5:25:35PM I TRUST THAT THE ONLY APPEALS YOU'LL BE FILING WILL BE TO
 5:25:39PM REFILL YOUR WINE GLASS.
 5:25:47PM >>Nancy Stroud: I JUST WANT TO THANK THE BOARD MEMBERS FOR
 5:25:51PM TEACHING ME A LOT AND ALSO FOR THE FUN, ACTUALLY.
 5:25:58PM WE HAD A LOT OF, I THINK, LAUGHS.
 5:26:00PM I'M SO IMPRESSED WITH HOW WELL YOU WORK TOGETHER.
 5:26:03PM YOU REALLY MAY NOT KNOW IT, BUT I REALLY DO THINK YOU ARE AN
 5:26:07PM EXTRAORDINARY BOARD AND AN EXTRAORDINARY VILLAGE.
 5:26:09PM IT'S JUST BEEN MY PRIVILEGE TO BE HERE THROUGHOUT THIS.
 5:26:12PM SO THANK YOU FOR YOUR GOOD WISHES.

5:26:15PM >>Anthony Gargano: THANK YOU.
 5:26:19PM >>Mary Gibbs: SO WHAT WE'RE GOING TO DO NOW IS I'LL DO A
 5:26:25PM QUICK LITTLE PARAPHRASE OF A RESOLUTION THAT THE COUNCIL DID
 5:26:28PM FOR NANCY LAST WEEK.
 5:26:30PM AND THEN IF ANYBODY IN THE AUDIENCE WANTS TO SAY ANYTHING, I
 5:26:36PM THINK THEY ARE WELCOME TO COME UP AND SAY COMMENTS.
 5:26:38PM IF NOT, THEN WE'LL TAKE A BREAK, AND I THINK THERE'S CAKE
 5:26:43PM AND THEN AFTER THE BREAK, WE'LL GO BACK TO THE PowerPoint
 5:26:47PM PRESENTATION OF THE PROJECTS THAT YOU GUYS HAVE DONE OVER

 5:26:49PM THE PAST YEAR.
 5:26:50PM I'LL GIVE YOU AN UPDATE ON THAT.
 5:26:52PM LET'S START WITH -- SO THE BOARD -- THE COUNCIL GAVE ME A
 5:26:58PM REALLY BEAUTIFUL RESOLUTION FRAMED, REALLY NICE FRAME THAT I
 5:27:03PM KNOW SHE'S GOT HUNG UP AT HER HOUSE ALREADY.
 5:27:06PM BUT WE'LL PARAPHRASE A LITTLE BIT AND HIT SOME OF THE HIGH
 5:27:10PM POINTS HERE.
 5:27:10PM THIS IS WHAT THE BOARD DID FOR NANCY.
 5:27:13PM A LITTLE BIT OF A HISTORY OF NANCY.
 5:27:16PM YOU ALL KNOW HER.
 5:27:17PM SHE'S BEEN HERE FOR 11 YEARS.
 5:27:19PM SHE'S BEEN HERE SINCE THE VILLAGE INCORPORATED, ALMOST 11
 5:27:22PM YEARS, I THINK.
 5:27:23PM JUST A MONTH SHORT.
 5:27:24PM SHE HAD HER OWN LAW FIRM IN BOCA RATON FOR YEARS.
 5:27:30PM SHE REPRESENTS MOSTLY LOCAL GOVERNMENTS, AND SHE IS COAUTHOR
 5:27:35PM OF THE BOOK THAT'S BACK ON THE TABLE THAT SHE GAVE TO ME, SO
 5:27:38PM NOBODY CAN TAKE IT.
 5:27:39PM BUT IT IS A PLANNING AND LAND DEVELOPMENT BOOK WITH SEVERAL
 5:27:45PM VERY HIGH-NAMED ATTORNEYS.
 5:27:46PM SHE'S A PUBLISHED AUTHOR.
 5:27:49PM NOBODY KNEW THAT.
 5:27:51PM SHE IS ALSO A MEMBER OF THE AMERICAN INSTITUTE OF CERTIFIED
 5:27:54PM PLANNERS, WHICH IS UNUSUAL TO FIND A PLANNER ATTORNEY, BUT
 5:27:58PM SHE ACTUALLY HAS A DEGREE IN URBAN PLANNING.

 5:28:00PM AND THEN IN 2018, SHE WAS SELECTED FOR BASICALLY A LIFETIME
 5:28:04PM ACHIEVEMENT AWARD FOR PLANNERS.
 5:28:07PM THE FELLOWS OF THE AICP.
 5:28:10PM FOR SOME MYSTERIOUS REASON I GOT PICKED AT THE SAME TIME AND
 5:28:13PM WE DIDN'T EVEN KNOW WE WERE EACH SELECTED.
 5:28:16PM WE GOT TO GO TO NEW ORLEANS AND CELEBRATE THERE WITH OUR BIG
 5:28:19PM MR. T MEDAL, SO THAT WAS VERY FUN.
 5:28:22PM SHE ALSO DOES PRO BONO SERVICES FOR THE PLANNING
 5:28:25PM ASSOCIATION.
 5:28:26PM SHE IS A VERY BUSY PERSON.
 5:28:28PM SHE HELPED US WITH OUR VERY FIRST COMPREHENSIVE PLAN, WITH
 5:28:31PM SETTING UP OUR VILLAGE CENTER AREA AND WITH AMENDMENTS TO

5:28:34PM OUR LAND DEVELOPMENT CODE THAT WERE REQUIRED AND THAT TOOK
 5:28:37PM SEVERAL YEARS.
 5:28:38PM THOSE ARE NOT THE LAND DEVELOPMENT CODEBOOKS IN THE
 5:28:40PM BACKGROUND, BUT THEY ARE NOT THAT LARGE.
 5:28:42PM AND THEN THIS IS KIND OF INTERESTING.
 5:28:45PM I WAS THINKING BACK OVER THE ALMOST 11 YEARS, HOW MANY CASES
 5:28:49PM DID WE DO AND WHAT DID SHE HELP US WITH?
 5:28:52PM HELPED WITH OVER 800 CASE REVIEWS AND DIFFERENT RESOLUTIONS,
 5:28:55PM BACK WHEN IT WAS THE DESIGN REVIEW BOARD AND WE HAD THE
 5:28:58PM SEPARATE PLANNING AND ZONING BOARD AND NOW WE HAVE THE
 5:29:00PM PLANNING ZONING AND DESIGN BOARD.
 5:29:02PM SHE'S DEALT WITH 50 DIFFERENT BOARD MEMBERS.
 5:29:04PM I THINK SHE NEEDS A PURPLE HEART WITH HAVING TO DEAL WITH

 5:29:08PM ALL OF YOU AND YOUR PREDECESSORS.
 5:29:10PM SOME OF YOU HAVE BEEN ON FOR -- YEAH, IS THANK YOU, NANCY,
 5:29:13PM FOR THAT.
 5:29:13PM THIS IS INTERESTING.
 5:29:16PM NANCY HAS TO DRIVE 300 MILES ROUND TRIP FOR ALL THE MEETINGS
 5:29:20PM SHE'S BEEN TO.
 5:29:21PM I DID A QUICK ESTIMATE OF THAT.
 5:29:22PM 72,000 MILES.
 5:29:24PM NO WONDER SHE NEEDED A NEW CAR.
 5:29:26PM SHE COULD HAVE CIRCUMNAVIGATED THE GLOBE THREE TIMES.
 5:29:31PM IN THE CAR, SHE HAS HER DOG DANNY BOY IN THE FRONT SEAT.
 5:29:35PM I THINK THE SCALES OF JUSTICE ARE IN THE BACK FOR SOME
 5:29:37PM REASON.
 5:29:38PM NANCY HELPED US WITH GETTING A NICE, BEAUTIFUL COMMUNITY
 5:29:42PM PLANNED, WALKABLE, AND BALANCED COMMUNITY.
 5:29:45PM SHE KEPT US ON TRACK WITH LEGAL DEFENSES.
 5:29:47PM THERE SHE IS WITH DANNY BOY AGAIN.
 5:29:49PM I DON'T THINK THIS IS IN ESTERO, BUT THAT'S OKAY.
 5:29:52PM CLOSE ENOUGH.
 5:29:53PM AND HER EFFORTS RESULTED IN THE HIGH-QUALITY DEVELOPMENT
 5:29:58PM WHICH WILL HAVE AN ENDURING IMPACT ON THE COMMUNITY FOR
 5:30:01PM DECADES.
 5:30:01PM WE REALLY APPRECIATE NANCY ALMOST 11 YEARS OF SERVICE.
 5:30:06PM SHE HAS HELPED ESTERO BE THE CROWN JEWEL FOR SOUTHWEST
 5:30:09PM FLORIDA.

 5:30:09PM THANK YOU, NANCY.
 5:30:11PM SORRY WE HAD TO HAVE A CARTOON TO MAKE IT FUN.
 5:30:14PM THERE SHE IS DRIVING OFF INTO THE SUNSET WITH DANNY BOY.
 5:30:17PM THANK YOU, NANCY.
 5:30:19PM [APPLAUSE]
 5:30:19PM I DON'T KNOW IF ANYBODY WANTS TO SAY ANYTHING IN THE PEANUT
 5:30:29PM GALLERY.
 5:30:30PM WE HAVE A FORMER MAYOR HERE, MR. NICK BATOS WOULD LIKE TO

5:30:37PM SAY SOMETHING.
 5:30:38PM >> GOOD EVENING.
 5:30:38PM WELL, I HEARD THAT YOU WERE RETIRING, AND I HAD TO COME OUT
 5:30:45PM AND SAY THANK YOU.
 5:30:46PM I WANT TO WISH YOU THE VERY, VERY BEST.
 5:30:49PM AND TRY TO EXPLAIN JUST SLIGHTLY WHAT YOU MEANT TO ME AT THE
 5:30:53PM VERY BEGINNING.
 5:30:53PM WHEN WE FIRST DECIDED TO BECOME A VILLAGE AND THE ELECTION
 5:31:00PM TOOK PLACE, WE CAME IN WITH ABSOLUTELY NOTHING.
 5:31:03PM WE DIDN'T HAVE A TABLE.
 5:31:04PM WE DIDN'T HAVE A CHAIR.
 5:31:05PM DIDN'T EVEN HAVE A PEN.
 5:31:07PM BUT THERE WERE A FEW THINGS THAT OCCURRED THAT MADE ME FEEL
 5:31:11PM A LOT MORE CONFIDENT IN WHAT WAS GOING TO HAPPEN.
 5:31:15PM WHEN WE'RE ABLE TO GET PEOPLE LIKE YOURSELF, LIKE MARY,
 5:31:20PM YOU'VE MADE THIS -- YOU MADE US LEGITIMATE.
 5:31:23PM YOU MADE US BECOME SOMETHING THAT WE WERE LOOKING TO BECOME

 5:31:26PM BUT DIDN'T KNOW HOW TO DO IT.
 5:31:29PM I WILL NEVER FORGET AND APPRECIATE -- NEVER FORGET TO
 5:31:35PM APPRECIATE HOW MUCH YOU DID FOR US AND WHAT YOU MEANT TO THE
 5:31:38PM VILLAGE.
 5:31:38PM THANK YOU.
 5:31:39PM I WISH YOU THE VERY, VERY BEST.
 5:31:41PM >>Nancy Stroud: THANK YOU, NICK.
 5:31:43PM [APPLAUSE]
 5:31:47PM >>Mary Gibbs: I THINK THAT'S IT.
 5:31:48PM BUT I DID WANT TO SAY WORKING IN A START-UP HAS BEEN
 5:31:52PM INTERESTING BECAUSE I THINK NANCY CAME OVER FOR A MEETING
 5:31:54PM WHEN WE MOVED OVER TO THIS BUILDING FROM THE FIRE STATION,
 5:31:57PM WHICH IS A BIG MOVE, THERE WERE NO AMENITIES HERE.
 5:31:59PM WE HAD TO BRING OUR OWN TOILET PAPER.
 5:32:01PM TALK ABOUT HAVING NOTHING, NICK IS CORRECT.
 5:32:06PM WE HAD NOTHING.
 5:32:07PM BUT AT THIS POINT, DO YOU WANT TO TAKE A SHORT BREAK TO GET
 5:32:12PM COFFEE OR CAKE?
 5:32:14PM MY PowerPoint WILL TAKE ABOUT 30 MINUTES.
 5:32:22PM >>Anthony Gargano: ALL RIGHT.
 5:32:22PM WE'LL TAKE A SHORT BREAK.
 5:32:24PM >>Mary Gibbs: HOW MUCH OF A BREAK?
 5:32:25PM DO YOU WANT 15?
 5:32:34PM >>Anthony Gargano: 15-MINUTE BREAK.
 5:32:35PM >>Mary Gibbs: FOR ANYONE THAT'S WATCHING AT HOME.

 5:32:40PM [15-MINUTE BREAK]
 5:50:04PM [SOUNDING GAVEL]
 5:50:04PM >>Anthony Gargano: OKAY.
 5:50:05PM WE'RE GOING TO RESUME THE MEETING.

5:50:08PM THE MEETING WILL RESUME WITH A PRESENTATION FROM MARY.
 5:50:14PM A CATCH-UP ON OUR CURRENT DEVELOPMENT PROJECTS.
 5:50:19PM AFTER THE PHOTO.
 5:50:58PM >>Mary Gibbs: I'VE BEEN WAITING A LONG TIME FOR THIS.
 5:51:00PM I DO THIS ONCE A YEAR FOR THE COUNCIL.
 5:51:04PM I DO AN UPDATE ON THE DEVELOPMENT PROJECTS, BECAUSE THEY
 5:51:07PM LIKE TO SEE WHAT YOU ALL HAVE BEEN WORKING ON.
 5:51:09PM REMEMBER, A LOT OF THESE DON'T GO TO COUNCIL.
 5:51:11PM A LOT OF THEM COME TO YOU.
 5:51:13PM SOME THINGS GO TO COUNCIL, BUT NOT EVERYTHING.
 5:51:16PM SO I DO THIS EVERY YEAR, SO I THOUGHT I WOULD PUT IT ON THIS
 5:51:20PM MEETING, GIVE YOU A LITTLE BIT --
 5:51:22PM >> TURN YOUR MIKE ON.
 5:51:24PM >>Kristin Jeannin: IT IS ON.
 5:51:26PM >>Mary Gibbs: TURN ON YOUR EAR.
 5:51:29PM [LAUGHTER]
 5:51:30PM >>Jim Wallace: THAT WAS A LOW BLOW.
 5:51:34PM >>Barry Jones: WE'RE AMONGST FRIENDS HERE.
 5:51:40PM >>Mary Gibbs: HE NEEDS MORE CAKE, PLEASE.
 5:51:42PM SO I WANT TO TALK ABOUT PROJECTS THAT ARE NEARLY COMPLETE,
 5:51:47PM SOME THAT ARE UNDER CONSTRUCTION NOW.

 5:51:49PM AND THERE ARE SOME YOU MIGHT NOT KNOW THAT HAVE KIND OF
 5:51:52PM STALLED IN PROCESS.
 5:51:53PM AND WE'RE NOT DOING -- I DON'T THINK WE'RE DOING PROPOSED
 5:51:57PM PROJECTS BECAUSE WE ACTUALLY TALKED ABOUT THEM EARLIER
 5:52:00PM TONIGHT.
 5:52:00PM I WANT TO SHOW YOU A LITTLE BIT ABOUT SIGNAGE, WHICH IS
 5:52:02PM INTERESTING.
 5:52:03PM SORRY, GOING THE WRONG WAY.
 5:52:10PM SOME OF THESE YOU KNOW, THE RIVER CREEK PROJECT WHICH IS OUT
 5:52:15PM ON EAST CORKSCREW, WHICH YOU'VE SEEN MULTIPLE TIMES IN ALL
 5:52:19PM THE DIFFERENT PHASES IS ALMOST COMPLETE.
 5:52:21PM I THINK THEY'VE GOT ABOUT 17 UNITS LEFT TO BE BUILT ON
 5:52:25PM THERE.
 5:52:26PM AND THEN WE HAVE ESTERO CROSSINGS, WHICH WAS THE STOCK
 5:52:30PM DEVELOPMENT PROJECT.
 5:52:31PM IT'S CALLED CORSA.
 5:52:34PM THAT WAS AN INTERESTING ONE.
 5:52:36PM THAT'S PRETTY MUCH COMPLETE NOW AS WELL.
 5:52:39PM I THINK THERE ARE A FEW COMMERCIAL PIECES THAT HAVEN'T BEEN
 5:52:41PM LEASED UP.
 5:52:42PM BASICALLY, IT IS ALL BUILT.
 5:52:43PM THAT WAS A NICE MIXED-USE PROJECT THAT HAD A KIND OF
 5:52:47PM HORIZONTAL MIXED USE, LOTS OF WALKABLE AREAS, THE PASEOS AND
 5:52:51PM OUTDOOR SEATING.
 5:52:53PM TURNED OUT TO BE A VERY NICE PROJECT.

5:52:56PM >>Barry Jones: QUESTION ABOUT THAT ONE.
 5:52:58PM THAT DITCH FULL OF CATTAILS IN FRONT OF THE PROJECT, WHO
 5:53:02PM OWNS AND MAINTAINS THAT?
 5:53:03PM IS THAT THE STATE OR THE COUNTY?
 5:53:05PM >>Mary Gibbs: I THINK IT'S THE COUNTY, D.O.T.
 5:53:09PM >>Barry Jones: DO YOU ALREADY HAVE A LANDSCAPE AGREEMENT IN
 5:53:11PM PLACE WITH THEM FOR CORKSCREW ROAD?
 5:53:14PM >>Mary Gibbs: THAT I DON'T KNOW.
 5:53:15PM THAT WOULD BE PUBLIC WORKS.
 5:53:17PM >>Barry Jones: WHEN YOU HAVE LANDSCAPE ELSEWHERE IN
 5:53:19PM CORKSCREW, I THINK YOU WOULD HAVE TO HAVE A LANDSCAPE
 5:53:22PM AGREEMENT THERE.
 5:53:22PM I ALWAYS LOOK AT THAT SPOT AS AN EYESORE WHEN I GO BY THAT
 5:53:27PM INTERSECTION AND THINK ABOUT WHAT IT COULD BE WITH NICE
 5:53:29PM CYPRESS TREES AND MAINTENANCE, THINGS THAT WE HAVE ELSEWHERE
 5:53:33PM ON CORKSCREW.
 5:53:34PM >>Mary Gibbs: I'LL CHECK INTO THAT.
 5:53:40PM AYMEE WILL MAKE A NOTE.
 5:53:43PM WE'LL CHECK INTO THAT AND YOU'RE RIGHT ABOUT THE CATTAILS.
 5:53:46PM WE'VE GOT ABOUT ALMOST 20 PROJECTS THAT ARE IN VARIOUS
 5:53:51PM STAGES OF BEING BUILT RIGHT NOW.
 5:53:52PM KIND OF INTERESTING.
 5:53:54PM VIA COCONUT, YOU ALL KNOW BECAUSE YOU'VE SEEN THAT MULTIPLE
 5:53:58PM TIMES AS WELL.
 5:53:59PM AND IF YOU HAVE DRIVEN BY RECENTLY LIKE TONIGHT, YOU'LL SEE

 5:54:02PM THAT THEY HAVE GOT THE CONSTRUCTION GOING, THE SILT FENCES
 5:54:05PM UP, THE CONSTRUCTION FENCES AROUND THE PROPERTY.
 5:54:09PM AND THEY HAVE A NEW NAME.
 5:54:10PM THEY HAD A GROUNDBREAKING I THINK A FEW WEEKS AGO.
 5:54:14PM IT IS CALLED LUMIO ESTERO.
 5:54:15PM SO APPARENTLY ITALIAN IS STILL VERY POPULAR.
 5:54:20PM ACTUALLY DROVE BY THIS AFTERNOON, YOU CAN SEE THE BUILDINGS
 5:54:23PM ARE BEING CONSTRUCTED RIGHT NOW.
 5:54:26PM I THINK THE FIRST APARTMENT BUILDING IS UNDER CONSTRUCTION.
 5:54:30PM >> IT'S A GREAT PROJECT.
 5:54:31PM >>Mary Gibbs: YEAH, I THINK IT WILL BE VERY NICE.
 5:54:34PM >>Jim Wallace: THEY ARE UP TO THE THIRD FLOOR.
 5:54:38PM >>Mary Gibbs: THAT WAS SURPRISING.
 5:54:39PM WOODFIELD, AGAIN, THAT ONE IS UNDER CONSTRUCTION AS WELL.
 5:54:44PM THAT IS THE MIXED USE DEVELOPMENT AT COCONUT AND 41.
 5:54:48PM YOU ALL DID A REALLY GOOD JOB OF MAKING SURE THEY HAD A LOT
 5:54:53PM OF AMENITIES AND MAKING IT A REAL MIXED USE WITH THE
 5:54:58PM ENTERTAINMENT THINGS.
 5:55:00PM AND IT'S UNDER CONSTRUCTION NOW.
 5:55:01PM THE FIRST PHASE IS UNDER CONSTRUCTION.
 5:55:02PM >>Kristin Jeannin: IS IT REALLY SMALLER THAN MERCADO?
 5:55:07PM >>Mary Gibbs: WELL, BECAUSE MERCADO, I'M THINKING OF THE

5:55:12PM ENTERTAINMENT AREA, SQUARE FOOTAGE IS A LITTLE BIT SMALLER.
 5:55:15PM AND WE CALL IT MINI-MERCADO BECAUSE I MADE UP THAT NAME.
 5:55:18PM IT'S LIKE A MINI-ME.

 5:55:21PM MAYBE IT'S A MAXI-ME MERCADO.
 5:55:25PM I'LL CHANGE THAT ON THE PowerPoint.
 5:55:29PM >> WHAT ARE THE PLANS FOR COCONUT ROAD?
 5:55:32PM >>Mary Gibbs: SO COCONUT ROAD, PART OF THE FIRST PHASE IS IT
 5:55:37PM WILL INCLUDE THE ROUNDABOUT.
 5:55:38PM THE ROUNDABOUT AT THEIR ENTRANCE WILL BE -- THE FIRST PHASE
 5:55:42PM IS ALMOST HALF OF THE PROJECT.
 5:55:44PM IT'S HALF OF THE RESIDENTIAL UNITS.
 5:55:47PM ALL THE INFRASTRUCTURE, THE PERIMETER BUFFERS, TWO OF THE
 5:55:51PM APARTMENT BUILDINGS, IT'S JUST THE SECOND PHASE IS THE STUFF
 5:55:55PM ON THE WEST HALF OF THE PROPERTY AND THE HOTEL.
 5:55:58PM SO THE ROUNDABOUT IS PART OF PHASE ONE.
 5:56:00PM SO THEY HAVE BEEN WORKING ON GETTING THE RIGHT-OF-WAYS SO
 5:56:04PM THEY CAN DO THE CONSTRUCTION.
 5:56:06PM >>James Tatoes: ANY THOUGHT ABOUT WIDENING THE ROAD ALL
 5:56:09PM THE WAY DOWN TO THE HOTEL?
 5:56:10PM >>Mary Gibbs: THAT HAS BEEN TALKED ABOUT FOR SEVERAL YEARS.
 5:56:14PM THERE'S NOT REALLY A SUFFICIENT RIGHT-OF-WAY TO WIDEN THE
 5:56:19PM ROAD.
 5:56:19PM SO ONE OF THE THINGS PUBLIC WORKS IS WORKING ON, A PLAN FOR
 5:56:23PM A COUPLE MORE ROUNDABOUTS.
 5:56:25PM COCONUT ROAD FURTHER WEST --
 5:56:27PM >>Barry Jones: MARY, IF YOU CLOSE THE DRAINAGE, THERE'S
 5:56:29PM PLENTY OF RIGHT-OF-WAY THERE.
 5:56:30PM SORRY.

 5:56:31PM NOT BUYING.
 5:56:33PM >>Mary Gibbs: WELL, OKAY.
 5:56:34PM BATTLE OF THE ENGINEERS.
 5:56:37PM >>Barry Jones: IT COSTS MONEY, BUT --
 5:56:39PM >>Jim Wallace: THE REALITY IS, THERE ARE 600 UNITS COMING
 5:56:42PM ONLINE VERY SOON.
 5:56:43PM 300 HOTEL UNITS, PLUS ALL THOSE RESTAURANTS, YOU'RE TALKING
 5:56:47PM ABOUT 2,000 CARS.
 5:56:49PM >>Barry Jones: ALL PAYING TAXES TO THE CITY OF BONITA
 5:56:52PM SPRINGS.
 5:56:52PM THAT'S THE PROBLEM.
 5:56:53PM >>Mary Gibbs: AND MORE COMING AT THE END OF COCONUT ROAD AND
 5:56:57PM RAPTOR BAY, LONDON BAY.
 5:56:59PM >>Barry Jones: ARE WE LEANING ON BONITA SPRINGS TO FUND
 5:57:02PM IMPROVEMENTS THERE.
 5:57:03PM >>Mary Gibbs: YES.
 5:57:04PM >>Barry Jones: BECAUSE THEY ARE COLLECTING ALL THE ROAD
 5:57:05PM IMPACT FEES.

5:57:08PM >>Mary Gibbs: NUMEROUS CONVERSATIONS WITH BONITA.
 5:57:11PM LAST I HEARD, THEY SAID THEY DIDN'T HAVE MONEY.
 5:57:13PM THE ELECTED OFFICIALS HAVE BEEN WORKING ON IT.
 5:57:17PM >>Barry Jones: IT'S OF RECORD HOW MANY MILLIONS IN ROAD
 5:57:20PM IMPACT FEES THEY ARE COLLECTING FROM THOSE PROJECTS AT THE
 5:57:22PM END OF THE ROAD.
 5:57:23PM THAT IS NOT A HARD THING TO DOCUMENT.

 5:57:26PM I GET IT'S NOT POLITICALLY COMFORTABLE.
 5:57:30PM >>Mary Gibbs: I THINK THERE ALSO WAS A LAWSUIT IN BONITA, SO
 5:57:34PM THEY HAD TO PAY QUITE A BIT OF MONEY FOR ONE OF THE
 5:57:37PM DEVELOPMENTS.
 5:57:37PM AND THAT'S WHY THEY TOLD US THEY DIDN'T REALLY HAVE --
 5:57:41PM >>Jim Wallace: MARY, WOODFIELD ALONE IS 600 UNITS, 300 HOTEL
 5:57:46PM UNITS AND A WHOLE BUNCH OF RESTAURANTS.
 5:57:50PM >>Barry Jones: THAT'S NOT IMPACTING BONITA BEACH ROAD OR THE
 5:57:54PM OTHER END OF COCONUT.
 5:57:56PM >>Jim Wallace: BUT WHEN YOU COMBINE THE TWO, IT'S GOING TO
 5:58:00PM BE -- TODAY, I DROVE DOWN HERE AND CAME UP VIA COCONUT, AND
 5:58:06PM IT WAS JAMMED FROM VIA COCONUT ON EAST.
 5:58:11PM AND WE'RE BUILDING ANOTHER 30,000 HOMES OUT THERE.
 5:58:14PM AND WE'RE REPEATING THE SAME MISTAKE WITH COCONUT ROAD.
 5:58:20PM GO AWAY.
 5:58:21PM KICKING THE CAN DOWN THE ROAD.
 5:58:23PM THINK IT DOESN'T EXIST.
 5:58:25PM >>Mary Gibbs: I THINK THERE WAS AN ACCIDENT ON THE
 5:58:27PM INTERSTATE BECAUSE THE TRAFFIC BACKED UP ON CORKSCREW WAY
 5:58:30PM EARLIER THAN IT EVER DOES.
 5:58:32PM >>Barry Jones: TOOK ME AN HOUR FROM IMMOKALEE ROAD.
 5:58:34PM >>Mary Gibbs: IT WAS BACKED UP AT LIKE 3:30.
 5:58:37PM IT'S USUALLY NOT --
 5:58:39PM >>Jim Wallace: BUT IT OFTEN IS.
 5:58:40PM THAT'S MY ONLY POINT.

 5:58:42PM >>Mary Gibbs: IF YOU REMEMBER, WHEN WE DID WOODFIELD, THEY
 5:58:46PM DID HAVE A TRAFFIC ANALYSIS AND THEY DID GO THROUGH WITH ALL
 5:58:48PM OF YOU WHAT NEEDED TO BE DONE.
 5:58:52PM >>Barry Jones: ARE THERE ANY ENHANCEMENTS PROPOSED FOR THAT
 5:58:54PM ROUNDABOUT TO MAKE IT A PLACEMAKING TYPE THING, LIKE ART OR
 5:58:59PM LANDSCAPING OR ANYTHING OF SUBSTANCE AT THIS POINT?
 5:59:02PM >>Mary Gibbs: I DON'T THINK WE -- I DON'T KNOW.
 5:59:05PM >>Barry Jones: WOODFIELD DIDN'T PROPOSE ANYTHING THERE.
 5:59:09PM >>Mary Gibbs: THEY ARE STILL TRYING TO GET THE RIGHT-OF-WAY
 5:59:11PM BECAUSE IT WAS A LITTLE SHORT ON THE SOUTH SIDE.
 5:59:15PM >>Barry Jones: I'M JUST SAYING THAT COULD BE THEIR MAIN
 5:59:18PM ENTRANCE.
 5:59:19PM I'LL TELL THEM THAT THE NEXT TIME I SEE THEM.
 5:59:24PM >>Mary Gibbs: AYMEE WILL MAKE ANOTHER NOTE FOR ME.

5:59:27PM >>Barry Jones: IF YOU NEED AN ENGINEER THAT CAN FIT FOUR
 5:59:29PM LANES IN THE RIGHT-OF-WAY, I MIGHT KNOW ONE.
 5:59:32PM >>Mary Gibbs: OKAY.
 5:59:33PM TAKE A NOTE, AYMEE.
 5:59:35PM [LAUGHTER]
 5:59:37PM >>Barry Jones: I'VE DONE MORE WITH LESS.
 5:59:39PM >>Mary Gibbs: MOVING RIGHT ALONG, DOWNTOWN ESTERO IS THE
 5:59:42PM PROJECT UP AT BROADWAY AND 41.
 5:59:45PM AND THAT HAS BEEN GOING A LITTLE BIT SLOW.
 5:59:49PM THEY HAD A LITTLE PROBLEM WITH A BERM BREACH AND SOME
 5:59:52PM FLOODING THAT KIND OF SLOWED THEM DOWN, BECAUSE WE HAD A

 5:59:55PM CODE ENFORCEMENT ACTION AND THEY HAD TO STOP WORK FOR A
 5:59:58PM LITTLE WHILE.
 5:59:59PM >>Barry Jones: WHO IS THE SITE CONTRACTOR?
 6:00:02PM >>Mary Gibbs: DON'T REMEMBER.
 6:00:03PM BUT I DON'T WANT TO SAY IT.
 6:00:07PM >>Kristin Jeannin: MAYBE AFTER THE PUBLIC PORTION.
 6:00:09PM >>Mary Gibbs: I REALLY DON'T REMEMBER.
 6:00:11PM IF I DID, I WOULD TELL YOU I DIDN'T.
 6:00:13PM THEY TOLD ME, THE COUNCIL ALWAYS ASKS ME, WELL, THEY -- WILL
 6:00:20PM THEY CHANGE THE NAME OF THE PROJECT BECAUSE IT IS NOT REALLY
 6:00:22PM DOWNTOWN ESTERO.
 6:00:23PM THEY DID TELL ME THEY WILL CHANGE THE NAME BUT THEY HAVEN'T
 6:00:26PM DECIDED YET.
 6:00:27PM SO THEY ARE WORKING ON THAT.
 6:00:28PM THAT'S KIND OF WHAT IT LOOKS LIKE NOW.
 6:00:31PM JUST A BIG SCRAPED OVER SITE.
 6:00:33PM WEST BAY IS WORKING ON THEIR HIGH-RISE THAT WAS APPROVED,
 6:00:39PM AND THEY ARE UP TO THE VERTICAL CONSTRUCTION.
 6:00:41PM THIS IS A PRETTY RECENT PHOTO.
 6:00:45PM YEAH, I THINK IT WAS TAKEN A FEW WEEKS AGO, THEY SENT IT TO
 6:00:48PM US.
 6:00:49PM SO THAT'S COMING ALONG.
 6:00:51PM MARKETPLACE, AS YOU ALL KNOW, MILLER'S ALE HOUSE, NOT
 6:00:58PM BONEFISH GRILL.
 6:01:00PM >>Barry Jones: I CALL IT THE "PALE" HOUSE NOW.

 6:01:04PM I WON'T FORGET THAT NAME.
 6:01:04PM [LAUGHTER]
 6:01:04PM EVERY DAY I LOOK AT IT WHEN I COME OUT OF MY DRIVEWAY AND
 6:01:08PM IT'S THE PALE HOUSE.
 6:01:12PM >>Mary Gibbs: DON'T YOU REMEMBER WHEN YOU ALL LOOKED AT
 6:01:13PM THOSE COLORS, THOUGH, SO --
 6:01:15PM >>Jim Wallace: WE'RE TALKING ABOUT WHAT WE ACHIEVED OR NOT
 6:01:18PM ACHIEVED, THE McDONALD'S THERE, THERE'S NEVER ANY TRAFFIC
 6:01:21PM THERE.
 6:01:22PM AND WE'VE TALKED ABOUT RIGHT-INS AND RIGHT-OUTS, LEFT-INS

6:01:26PM AND ALL THAT OTHER STUFF, BUT WE ALSO, AND IT WAS HERALDED
 6:01:29PM IN THIS.
 6:01:32PM I WAS KIND OF MHMM.
 6:01:35PM INSTEAD OF McDONALD'S NORMAL SIGN ON U.S. 41, WHICH IS
 6:01:40PM NORMALLY TEN FEET TALL AND SEVEN FEET WITH A BIG M AND
 6:01:43PM EVERYBODY KNOWS WHAT IT MEANS, WE DECIDED BEHIND SOME
 6:01:47PM BUSHES, PUT A VERY DISCREET SIGN WITH A LITTLE M, AND I
 6:01:56PM DON'T THINK ANYBODY KNOWS THE McDONALD'S IS GOING TO BE
 6:01:58PM THERE -- OR IS THERE.
 6:01:59PM I THINK WE, MAYBE COLLECTIVELY AS A VILLAGE SAYING, OH, NO,
 6:02:05PM WE WANT EVERYTHING TO BE SOFTER.
 6:02:06PM WE DON'T WANT ANY BIG ADVERTISING, WE EMBRACED RaceTrac IN
 6:02:14PM MOVING THEIR SIGN OUT ON U.S. 41.
 6:02:16PM WE'VE DONE THE OPPOSITE WITH McDONALD'S HERE.
 6:02:19PM INSTEAD OF THEIR NORMAL BIG SIGN THAT EVERYBODY RECOGNIZES,

 6:02:23PM OH, THERE IS A McDONALD'S THERE, WE NOW HAVE A LITTLE
 6:02:26PM DISCREET SIGN, THIS HIGH, LITTLE M ON IT BEHIND SOME BUSHES,
 6:02:31PM AND I THINK WE'VE CREATED -- WE, COLLECTIVELY, HAVE CREATED
 6:02:34PM AN ECONOMIC PROBLEM, BUSINESS PROBLEM FOR THIS FRANCHISE.
 6:02:38PM AND IT'S A BIG FRANCHISE.
 6:02:40PM AND THEY MUST BE STARVING, NOBODY EVER THERE.
 6:02:44PM >>Mary Gibbs: YOU ALL REVIEWED THE SIGNS.
 6:02:46PM I THINK MAYBE AT THE TIME NOBODY THOUGHT --
 6:02:49PM >>Barry Jones: DID WE ASK THEM TO DOWN SIZE IT?
 6:02:52PM BECAUSE I DON'T RECALL THAT WE DID.
 6:02:53PM >>Mary Gibbs: NO.
 6:02:54PM I THINK WHAT JIM IS SAYING, IF YOU HAD A POLE SIGN.
 6:02:58PM >>Jim Wallace: BUT WE DID ASK THEM TO.
 6:03:01PM >>Barry Jones: ALSO OPTIONS TO OPEN UP PALM TREES.
 6:03:04PM AS SOMEBODY WHO GOES TO McDONALD'S WAY TOO MUCH, NORMALLY
 6:03:06PM IT'S A BREAKFAST THING AND EVERYBODY ON BREAKFAST IS GOING
 6:03:10PM SOUTH, SO THEY ARE ON THE WRONG SIDE OF THE ROAD.
 6:03:12PM FROM A SITE PLANNING STANDPOINT, THE McDONALD'S SHOULD
 6:03:15PM HAVE WENT WITH WHERE THE ALE HOUSE WAS.
 6:03:18PM >>Mary Gibbs: THEY DIDN'T WANT TO DO THAT.
 6:03:22PM >>Barry Jones: BECAUSE THAT BIG WIDE INTERSECTION DOWN THERE
 6:03:24PM GIVES YOU VISIBILITY AND EASY RIGHT IN AND TIME TO TURN, AND
 6:03:28PM THERE ARE A MILLION REASONS WHY IT WOULD HAVE WORKED ON THE
 6:03:31PM OTHER END, BUT THEY DIDN'T WANT TO HEAR IT.
 6:03:33PM I HAVE SELECT EMPATHY FOR THEM.

 6:03:37PM I CAN SEE SOME PALM TREES COMING DOWN, COULD SEE A BIGGER
 6:03:40PM SIGN TO GIVE THEM VISIBILITY, BUT THEY HAVE A SITE PLANNING
 6:03:44PM PROBLEM OF THEIR OWN DOING.
 6:03:46PM >>James Tatoes: I HAVE TO TELL YOU, I LIVE IN RAPALLO, AND
 6:03:50PM DURING ALL OF THE DISCUSSION AND THE PLANNING, EVERYBODY WAS
 6:03:54PM QUESTIONING A McDONALD'S IN FRONT OF RAPALLO.

6:03:58PM AND, OF COURSE, THE SAME QUESTION WAS ABOUT PUTTING IT OVER
 6:04:01PM BY THE FIRE STATION.
 6:04:03PM THEY SAID IF THEY WENT THERE, THEY WOULDN'T GO.
 6:04:05PM SO EVERYBODY WAS WISHING NOTHING HAPPENED GOOD TO
 6:04:12PM McDONALD'S.
 6:04:12PM MY WIFE NOW, SHE GIVES ME A TRAFFIC COUNT EVERY TIME SHE
 6:04:17PM COMES IN AND OUT OF THE PROJECT, AND FEELING SORRY FOR
 6:04:20PM McDONALD'S NOW.
 6:04:20PM THEY ARE REALLY FEELING SORRY FOR McDONALD'S.
 6:04:25PM >> IT'S A BEAUTIFUL BUILDING.
 6:04:27PM >>Jim Wallace: WE DON'T WANT A FAILURE ON THAT CORNER.
 6:04:34PM >>Barry Jones: OPENING UP THE CANOPY TO GIVE VISIBILITY.
 6:04:37PM >>Jim Wallace: I GO BY IT QUITE OFTEN.
 6:04:39PM I ALSO LIVE NOW IN RAPALLO.
 6:04:41PM YOU JUST DON'T SEE THE SIGN, AND I'M LOOKING FOR IT.
 6:04:46PM IT MUST BE THIS HIGH WITH A TEENY LITTLE M THAT WE DID FORCE
 6:04:50PM THEM TO DO IT.
 6:04:51PM YOU HERALD THAT IN THIS PRESENTATION.
 6:04:54PM THEY DIDN'T GET THE BIG SIGN.

 6:04:56PM GOT THE LITTLE ESTERO SIGN.
 6:05:06PM >> IT'S COMING UP AT THE END WHEN COMPARE TO WHAT IT WOULD
 6:05:09PM BE, IF YOU DIDN'T HAVE RULES IN THE COUNTY, 24-FOOT POLE
 6:05:12PM SIGN.
 6:05:13PM ACTUALLY, WHAT THEY SUBMITTED TO US, A BIG POLE SIGN READ IN
 6:05:17PM THE GOLDEN ARCHES.
 6:05:19PM >>Barry Jones: SOMEWHERE IN BETWEEN THERE IS A HAPPY MEDIUM.
 6:05:23PM >>James Tatoes: GOT TO BE SOMETHING SOPHISTICATED ENOUGH
 6:05:26PM THAT PEOPLE WILL ACCEPT IT, BUT BIG ENOUGH THAT THE PEOPLE
 6:05:29PM ON THE HIGHWAY CAN SEE IT.
 6:05:38PM >>Barry Jones: YELLOW ARCHES ARE DISTINCTIVE.
 6:05:43PM >>Michael Sheeley: BUILDING SPEAKS FOR ITSELF.
 6:05:45PM I THINK MORE OF A SITE PLANNING PROBLEM.
 6:05:48PM >>Jim Wallace: I DIDN'T MEAN TO BE CONTROVERSIAL, BECAUSE
 6:05:49PM THAT'S VERY RARE FOR ME.
 6:05:51PM [LAUGHTER]
 6:05:52PM >>Barry Jones: ME, TOO, JIM.
 6:05:54PM RIGHT THERE WITH YOU.
 6:05:55PM >>Jim Wallace: I JUST THOUGHT IF THERE WAS AN OPPORTUNITY
 6:05:57PM FOR THE VILLAGE TO RECONSIDER THE SIGN SO THAT THEY COULD
 6:06:00PM HAVE A SUCCESSFUL FRANCHISE.
 6:06:08PM >>Barry Jones: I THOUGHT THE SAME THING.
 6:06:10PM A COUPLE OF REBELS.
 6:06:12PM >>Mary Gibbs: MUST BE ALL THE CHOCOLATE IN THE CAKE.
 6:06:18PM >>Barry Jones: THEY ARE LIKING THE 99-CENT COFFEE.

 6:06:23PM >>Mary Gibbs: HERE IS MILLER'S "PALE" HOUSE IS NOW OPEN.
 6:06:31PM NOT BONEFISH GRILL.

6:06:33PM PICCOLO BUCO I THINK WILL BE OPENING SOON.
 6:06:37PM AND THEN THERE IS A McDONALD'S.
 6:06:41PM LET'S GO OVER TO CORKSCREW ROAD AND OVER BY WAWA AND THE
 6:06:57PM LOWE'S PLAZA.
 6:06:58PM NEW STARBUCKS OPENED RECENTLY.
 6:07:00PM YOU CAN SEE IT LOOKS JUST LIKE THE ARCHITECTURAL RENDERINGS,
 6:07:03PM SO THEY DID A REALLY GOOD JOB ON THAT.
 6:07:07PM >>Barry Jones: CENTER COLUMN IS NOT AS DARK AS THE
 6:07:10PM RENDERING.
 6:07:10PM >>Mary Gibbs: IT'S THE SLIDE.
 6:07:15PM >>Jim Wallace: IS THIS A STAND-ALONE STARBUCKS?
 6:07:20PM >>Mary Gibbs: THIS IS THE STAND-ALONE STARBUCKS.
 6:07:22PM IT'S NICE.
 6:07:25PM EVEN THOUGH IT WAS COLD OUT, I FOUND PEOPLE SITTING AT THE
 6:07:30PM OUTDOOR PATIO AREA.
 6:07:31PM THAT'S TAKING ADVANTAGE OF THE GATHERING SPACE.
 6:07:37PM >>Anthony Gargano: THEY DID A REALLY NICE JOB.
 6:07:39PM THE INTERIOR IS VERY WELL DONE.
 6:07:40PM >>Mary Gibbs: THE INTERIOR IS NICE, TOO.
 6:07:42PM WE DIDN'T REVIEW THAT.
 6:07:43PM IT'S GOOD.
 6:07:44PM GODDARD SCHOOL, IF YOU REMEMBER, YOU REVIEWED THAT.
 6:07:48PM IT'S OPEN NOW.

 6:07:52PM >>Barry Jones: THE BUILDING LOOKS GOOD.
 6:07:54PM >>Jim Wallace: YEAH, TURNED OUT GREAT.
 6:07:55PM >>Mary Gibbs: THE LIBRARY, THEY HAD A GRAND OPENING
 6:07:58PM RECENTLY.
 6:07:58PM YOU HAD TO LOOK AT A LITTLE BIT OF THE REMODEL.
 6:08:02PM THE EXTERIOR TURNED OUT NICE AS WELL.
 6:08:05PM PRUITT IS A GOOD EXAMPLE OF RETROFITTING LIKE PROBABLY ONE
 6:08:09PM OF THE MOST HIDEOUS BUILDINGS EVER.
 6:08:12PM THE STEAL BUILDING THAT WAS THE POST OFFICE AND ALMOST
 6:08:18PM COMPLETE NOW.
 6:08:19PM IT'S SO MUCH.
 6:08:20PM THE PRUITTS ARE VERY HAPPY ABOUT IT.
 6:08:24PM EVEN THOUGH, OF COURSE, IT COSTS A LOT OF MONEY BECAUSE
 6:08:26PM RETROFITS --
 6:08:29PM >>James Tatoes: WHAT A HUGE DIFFERENCE.
 6:08:31PM >>Mary Gibbs: THE RESIDENCES IN THE BROOKS, YOU MIGHT
 6:08:35PM REMEMBER THIS, BECAUSE WE HAD A LAWSUIT THAT WENT ON FOR A
 6:08:39PM COUPLE OF YEARS.
 6:08:41PM IT GOT SETTLED, THE NEIGHBORS THEN FILED SOMETHING AND THAT
 6:08:44PM HAD TO GET SETTLED.
 6:08:46PM NOW IT'S UNDER CONSTRUCTION, AND THAT IS A RECENT PICTURE
 6:08:50PM JUST TAKEN A FEW WEEKS AGO.
 6:08:53PM IT'S COMING ALONG.
 6:08:55PM I THINK IT'S GOING TO TURN OUT NICE.

6:08:56PM SHADOW WOOD, IF YOU REMEMBER, THE LIFESTYLE CENTER, THAT'S

6:09:02PM UNDER CONSTRUCTION NOW FOR THE PICKLEBALL INDOORS AND SOME

6:09:06PM OF THE TENNIS COURTS ARE BEING MOVED.

6:09:08PM AND THEN ALDI'S, YOU APPROVED OUT BY STONEYBROOK.

6:09:12PM THAT'S WHAT IT LOOKS LIKE NOW.

6:09:13PM THEY ARE JUST STARTING THE CONSTRUCTION.

6:09:15PM THEY HAVEN'T PAVED THE BACK ENTRY ROAD YET, SO THEY ARE

6:09:20PM WORKING ON THAT.

6:09:25PM >>Jim Wallace: THEY HAVE ONE BY THE VINES ALSO.

6:09:28PM >>Barry Jones: ARCHITECT DID A GOOD JOB, CAME IN WITH A NICE

6:09:33PM DELIVERY.

6:09:33PM >>Mary Gibbs: FIRST ITERATION WASN'T GOOD.

6:09:36PM BY THE TIME THEY FINISHED WITH YOU, IT TURNED OUT NICE.

6:09:39PM >> WHY IS THE QUARTER THERE.

6:09:41PM >>Mary Gibbs: MARYANN DOES THE PowerPoints AND THOUGHT THE

6:09:44PM QUARTER TO BE FUN, BECAUSE YOU HAVE TO PUT THE QUARTER IN TO

6:09:48PM GET THE SHOPPING CART.

6:09:55PM [LAUGHTER]

6:09:55PM I HAD TO ASK HER THAT, TOO.

6:09:59PM WHY IS THERE A QUARTER IN THIS SLIDE?

6:10:05PM >>Kristin Jeannin: I'M GLAD IT'S THERE.

6:10:07PM >>Mary Gibbs: YOU NEED IT IF YOU GO SHOPPING THERE.

6:10:11PM THIS IS THE STORAGE BUILDING THAT IS OUT BY ALDI'S, JUST

6:10:18PM EAST OF THE ALDI'S.

6:10:20PM OFF OF STONEYBROOK GOLF.

6:10:23PM THAT WAS A HARD ONE TO WORK ON BECAUSE IT WAS LIMITED IN

6:10:25PM HEIGHT BY THE ZONING.

6:10:27PM SO THAT I THINK IS TURNING OUT AS GOOD AS IT COULD.

6:10:35PM >>Barry Jones: DEVIATIONS THAT ALLOW FOR ARCHITECTURAL TO

6:10:38PM ENCROACH AND HEIGHT LIMITATIONS.

6:10:39PM TAKE A BUILDING LIKE THIS, A COUPLE OF TOWERS AND POP THEM

6:10:45PM ANOTHER THREE OR FOUR FEET, I DON'T KNOW WHICH ONES, BUT IT

6:10:51PM CHANGES IT.

6:10:51PM >>Mary Gibbs: INTERESTINGLY, AFTER YOU APPROVED IT,

6:10:53PM RELUCTANTLY, THE FINAL TIME, THEY CAME IN LIKE A MONTH LATER

6:10:56PM AND SAID, OH, HERE IS OUR NEW PLAN.

6:11:00PM IT WAS LIKE VERY DIFFERENT.

6:11:01PM I'M LIKE, NO, YOU CAN'T DO THAT.

6:11:03PM WELL, WE HAD TO VALUE ENGINEER IT.

6:11:05PM YOU WOULD HAVE BEEN SHOCKED.

6:11:07PM IT WAS LIKE, NO, NO, NO, YOU CAN'T DO THAT UNLESS YOU WANT

6:11:10PM TO GO BACK AND START ALL OVER AGAIN.

6:11:25PM >>Al Paivandy: LANDSCAPING ALONG CORKSCREW LOOKS REALLY

6:11:27PM NICE.

6:11:27PM >>Mary Gibbs: PART OF THE ROAD WIDENING.

6:11:31PM >>Barry Jones: MINI-WAREHOUSES LOOK BETTER THAN SOME OF OUR

6:11:34PM OTHER GOVERNMENTAL BUILDINGS.
 6:11:37PM >>Mary Gibbs: WE'RE GETTING TO THAT.
 6:11:38PM OH, LOOK.
 6:11:39PM YOU MIGHT REMEMBER THE HIGH 5 BUILDING, THE INDOOR
 6:11:46PM PICKLEBALL, OUTDOOR AND THE ENTERTAINMENT, YOU ALL DID

 6:11:49PM APPROVE THE DEVELOPMENT ORDER.
 6:11:50PM HOWEVER, YOU DID WANT TO SEE THE ONE FACADE COME BACK.
 6:11:54PM BUT BECAUSE OF THE TIME CONSTRAINTS, WHAT HAPPENED IS WE
 6:11:58PM ENDED UP, BECAUSE THEY WANTED TO GET GOING, AND THEY DIDN'T
 6:12:01PM WANT TO COME BACK BECAUSE THEY THOUGHT THEY ALREADY HAD
 6:12:03PM APPROVAL, WE HIRED JOE MCHARRIS TO HELP US COME UP WITH A
 6:12:09PM FACADE THAT WOULD WORK FOR THEM.
 6:12:11PM AND THEN IT ENDED UP BEING A COMPROMISE.
 6:12:14PM >>Barry Jones: HOW DO I LOOK ANOTHER APPLICANT IN THE FACE
 6:12:17PM AND TELL THEM THEY CAN'T HAVE A LONG STRAIGHT ROOF.
 6:12:20PM ANSWER ME THAT.
 6:12:21PM >>Mary Gibbs: YOU DON'T HAVE TO LOOK AT THEM.
 6:12:23PM I'M THE ONE THAT HAS TO DO THAT.
 6:12:25PM >>Barry Jones: THEY'LL STAND UP THERE AND THREATEN TO SUE
 6:12:27PM YOU BECAUSE YOU APPROVED A LONG, STRAIGHT ROOF RIGHT HERE.
 6:12:30PM >>Mary Gibbs: THEY DIDN'T THREATEN TO SUE.
 6:12:32PM >>Barry Jones: I'M SAYING THE NEXT GUY.
 6:12:34PM IF THE NEXT GUY CAN'T GET THE SAME TREATMENT, BECAUSE WE
 6:12:38PM JUST SET A PRECEDENT.
 6:12:39PM >>Mary Gibbs: I DON'T VIEW IT AS A PRECEDENT.
 6:12:41PM >>Barry Jones: WHY?
 6:12:43PM IT IS A VILLAGE APPROVED BUILDING WITH A LONG FLAT STRAIGHT
 6:12:46PM ROOF.
 6:12:47PM WE WON'T LET ANY OTHER HOTEL, ANY OTHER APPLICANT THAT COMES
 6:12:50PM IN HERE AND APPLY FOR THAT WOULD BE TOLD NOT ONLY NO, BUT

 6:12:54PM HELL NO.
 6:12:54PM >>Kristin Jeannin: DID THEY STILL PUT THE AWFUL -- ARE THEY
 6:12:58PM STILL PUTTING THE AWFUL RED?
 6:13:00PM >>Mary Gibbs: NO.
 6:13:09PM THOSE ARE NOT.
 6:13:09PM >>Jim Wallace: IT'S A VALID DISCUSSION.
 6:13:12PM DISCUSSION ABOUT PREFERENTIAL TREATMENT TO THE VILLAGE AND
 6:13:14PM TREATING THE VILLAGE LIKE A DIFFERENT APPLICANT.
 6:13:17PM HERE IT'S NOT THE VILLAGE, IT'S A PRIVATE ENTERPRISE AND
 6:13:23PM GIVING THEM SPECIAL TREATMENT BECAUSE THEY ARE FRIENDS OF
 6:13:26PM THE VILLAGE.
 6:13:33PM >>Barry Jones: IT DOESN'T MATTER IF IT IS THE TAXPAYER
 6:13:35PM THEMSELVES.
 6:13:35PM IF WE DON'T HOLD OURSELVES TO THE SAME STANDARD WE HOLD THE
 6:13:39PM APPLICANT TO, WE'RE LYING.
 6:13:41PM WE'RE HYPOCRITES.

6:13:42PM AND I DON'T LIKE IT.
 6:13:45PM >>Mary Gibbs: I CAN TELL.
 6:13:46PM I WILL PASS THAT ALONG.
 6:13:49PM >>Barry Jones: SOMEBODY NEEDS TO SAY IT.
 6:13:51PM >>Jim Wallace: NANCY IS REALLY HAPPY NOW THIS IS HER LAST
 6:13:54PM MEETING.
 6:13:55PM >>Kristin Jeannin: IT IS A LITTLE DISAPPOINTING.
 6:13:57PM >>Jim Wallace: TOO LATE NOW.
 6:14:01PM >>Mary Gibbs: I WAS THINKING OF NOT INCLUDING THIS SLIDE.

 6:14:08PM >>Barry Jones: THEY TURNED THE POST OFFICE INTO THAT.
 6:14:11PM ALL YOU HAVE ARE FOUNDATIONS HERE.
 6:14:13PM NOTHING SAYS THIS HAS TO BE BUILT OTHER THAN WHAT THE
 6:14:16PM VILLAGE IS WILLING TO ACCEPT.
 6:14:20PM >> THEY ALREADY ISSUED PERMITS.
 6:14:21PM >> SO?
 6:14:22PM >> BETTER HAVE VERY GOOD LAWYERS.
 6:14:23PM >>Barry Jones: ANY OTHER APPLICANT THAT COMES IN AND WANTS
 6:14:36PM A LONG FLAT ROOF LIKE THAT ON THEIR MINI-WAREHOUSE, THAT
 6:14:38PM OTHER PERSON THAT BUILT THAT MINI-WAREHOUSE WOULD HAVE DAMN
 6:14:43PM SURE LOVED TO VALUE ENGINEER IT AND MAKE IT A LONG FLAT ROOF
 6:14:43PM LIKE THAT, AND YOU WOULDN'T LET THEM.
 6:14:45PM SORRY, THE VILLAGE WOULD NOT LET THEM.
 6:14:48PM BUT THE VILLAGE LET THESE PEOPLE DO THAT, AND THAT'S WRONG.
 6:14:52PM >>Jim Wallace: BECAUSE THEY WERE FRIENDS OF THE VILLAGE.
 6:14:54PM >>Barry Jones: THAT'S WRONG.
 6:14:55PM >>Mary Gibbs: NO, THAT'S NOT CORRECT.
 6:14:56PM I THINK WE NEED TO MOVE ON BECAUSE WE'RE NOT GOING TO GET
 6:15:00PM THAT RESOLVED TONIGHT.
 6:15:01PM LET'S MOVE TO A DAY CARE THAT YOU DIDN'T SEE THE FIRST
 6:15:10PM PROTOTYPE COME IN WITH THE YELLOW AND WHITE.
 6:15:15PM NO, THAT'S REALLY NOT WHAT ESTERO IS ABOUT.
 6:15:17PM THIS IS OVER BY BRECKENRIDGE.
 6:15:19PM THE BUILDING AT THE TOP IS WHAT THEY ARE DOING.
 6:15:21PM IT'S GOING TO BE THE ONE DENTAL OFFICE AND I THINK THE OTHER

 6:15:24PM IS THE DAY CARE.
 6:15:26PM >>Barry Jones: CAN WE PLEASE DO SOMETHING TO REACH OUT TO
 6:15:29PM BRECKENRIDGE WHEN THESE PEOPLE ARE DONE OR NEARING
 6:15:33PM COMPLETION AND GET ACCESS RIGHTS TO BUILD THAT LAST 20 FEET
 6:15:37PM OF ROAD?
 6:15:37PM BECAUSE IF WE EXPLAIN TO BRECKENRIDGE THAT THEY CAN COME OUT
 6:15:40PM OF THEIR DEVELOPMENT AND GO DOWN TO THE SHOPPING CENTER,
 6:15:43PM THEY CAN COME OUT OF THEIR DEVELOPMENT, THEY CAN GO DOWN TO
 6:15:46PM THE LIGHT TO TAKE A LEFT.
 6:15:47PM THEY DON'T HAVE TO CROSS 41 ANYMORE.
 6:15:50PM THEY BUILD THAT 20 FEET.
 6:15:52PM >>Mary Gibbs: WE HAD THAT CONVERSATION WITH THEM BECAUSE

6:15:55PM THEY WERE UPSET ABOUT THIS PROJECT, BECAUSE THEY THOUGHT IT
 6:15:57PM WAS GOING TO FLOOD THEM, WAS GOING TO CREATOR RESIDENTIAL
 6:16:00PM FLOODING, SO WE ACTUALLY HAD SEVERAL MEETINGS WITH THEM AND
 6:16:02PM WE BROACHED THAT SUBJECT.
 6:16:04PM THEY ARE NOT INTERESTED.
 6:16:07PM I DON'T THINK THE APPLICANT WAS THAT INTERESTED.
 6:16:09PM >>Barry Jones: REALLY.
 6:16:10PM I THINK A TRANSPORTATION ENGINEER NEEDS TO EXPLAIN TO THEM
 6:16:12PM ALL THEIR OPTIONS THAT THEY'LL HAVE WITH THAT 20 FEET OF
 6:16:16PM ROAD BECAUSE THEY ARE ALL COMPLAINING ABOUT, I'M GOING TO
 6:16:19PM GET KILLED TRYING TO CROSS 41.
 6:16:21PM YOU BUILD THAT 20 FEET, GO DOWN THERE TO A RED LIGHT, GOT A
 6:16:25PM RED LIGHT, TAKE YOU SAFELY RIGHT OUT ON TO 41.

 6:16:31PM >> SET UP A MEETING WITH BRECKENRIDGE AND BARRY.
 6:16:36PM >>Barry Jones: ONE OF THE PROBLEMS WITH FRONTAGE ROADS, THEY
 6:16:39PM DON'T GET CONNECTED.
 6:16:40PM WHEN THEY ARE CONNECTED THEY WORK OH, SO WELL.
 6:16:43PM MOST OF THOSE PEOPLE FROM THE SOUTH AREN'T GOING TO COME
 6:16:46PM NORTH TO TRY AND NOT GET AWAY FROM THE LIGHT.
 6:16:50PM THAT'S A LITTLE BIT OF COMMON SENSE.
 6:16:54PM THE VILLAGE, AND EVEN IF THE VILLAGE NEEDED TO PAY THE
 6:17:01PM CONTRACTOR \$5,000 TO FINISH THE 20 FEET, GET THE EASEMENT,
 6:17:06PM PAY THE GUY FIVE GRAND AND DO WHAT'S RIGHT FOR THE
 6:17:10PM COMMUNITY.
 6:17:10PM IT'S SAFETY.
 6:17:12PM THEY CAN RIDE THEIR BIKES DOWN TO SPROUTS WITHOUT HAVING TO
 6:17:16PM GO OUT ON 41 ON A LITTLE FRONTAGE ROAD.
 6:17:19PM THERE ARE A BAZILLION REASONS WHY THEY SHOULD DO IT.
 6:17:23PM >>Mary Gibbs: I THINK YOU BROUGHT THEM UP AT THE MEETING
 6:17:26PM WHEN THEY WERE HERE.
 6:17:28PM >>Barry Jones: THE HEAD OF THE HOA SEEM TO BE OPEN TO IT,
 6:17:32PM BUT I NEVER FOLLOWED UP ON IT.
 6:17:35PM I GUESS I SHOULD HAVE DONE IT IN MY SPARE TIME.
 6:17:38PM >>Jim Wallace: MAYBE SHOULD BE NO COST TO BRECKENRIDGE.
 6:17:40PM >>Barry Jones: THAT'S WHAT I'M SAYING, BRECKENRIDGE AGREES
 6:17:44PM TO GIVE THE EASEMENT, THE VILLAGE AGREES TO PAY THE
 6:17:47PM CONTRACTOR THE EXTRA FIVE GRAND FOR THAT EXTRA 200 SQUARE
 6:17:50PM FEET OF ASPHALT, SOMETIMES YOU'VE GOT TO MAKE THINGS HAPPEN.

 6:17:55PM >>Jim Wallace: SAVES A LIFE.
 6:17:57PM >>Barry Jones: AND THAT'S FOR THE GOOD OF EVERYBODY IN
 6:17:59PM BRECKENRIDGE.
 6:18:02PM >>Mary Gibbs: AYMEE IS TAKING A NOTE FOR PUBLIC WORKS
 6:18:05PM TOMORROW.
 6:18:07PM >>Barry Jones: I WILL BE HAPPY TO TALK TO THEM.
 6:18:10PM >>Kristin Jeannin: HOW FAR ALONG -- IT DOESN'T --
 6:18:13PM >>Mary Gibbs: THEY JUST STARTED.

6:18:15PM THEY JUST STARTED CLEARING.
 6:18:18PM >>Barry Jones: THEY HAVE TO BUILD THE BYPASS CANAL FIRST,
 6:18:21PM RIGHT?
 6:18:22PM >>Mary Gibbs: THEY HAVE TO GET THE ACCESS OFF OF 41 THAT
 6:18:26PM F.D.O.T. APPROVED, TOO.
 6:18:27PM THAT'S JUST GRAVEL AT THE MOMENT.
 6:18:29PM >>Barry Jones: THEY GOT THE F.D.O.T. PERMIT?
 6:18:33PM >>Mary Gibbs: I DON'T KNOW IF THEY HAVE IT YET, BUT THEY DID
 6:18:36PM GRAVEL IT, SO I THINK THEY DO.
 6:18:38PM SOMEBODY ALWAYS ASKS ABOUT THE BELLA TERRA CELL TOWER
 6:18:43PM BECAUSE WE APPROVED IT AND THEN THEY HAD A WATER MANAGEMENT
 6:18:46PM ISSUE BECAUSE THERE WAS A WETLAND ON THE PROPERTY AND KIND
 6:18:48PM OF DRAGGED OUT FOR QUITE SOME TIME.
 6:18:51PM THEY FINALLY GOT THAT APPROVED THROUGH WATER MANAGEMENT, SO
 6:18:54PM THEY GOT THEIR PERMITS FROM US.
 6:18:57PM SO THEY TOLD ME THAT THEY ARE GOING TO START BUILDING IT
 6:19:01PM SOON, BUT I THINK THEY PARKED THEIR EQUIPMENT THERE THE

 6:19:05PM OTHER DAY AND BELLA TERRA HOA GAVE THEM A TICKET BECAUSE
 6:19:09PM THEY PARKED IT IN THE WRONG PLACE AND THEN E-MAILED ME THIS
 6:19:12PM MORNING AND SAID CAN YOU HELP US WITH THESE TICKETS?
 6:19:15PM NO, NO, NO.
 6:19:17PM BUT I THINK THE HOA IS GETTING MONEY FROM THE CELL TOWER, SO
 6:19:21PM MAYBE THEY CAN TAKE THE TICKETS OFF OF YOUR LIST.
 6:19:24PM ANYBODY IN BELLA TERRA CELL TOWER COMING SOON.
 6:19:31PM TOLL BROTHERS ACROSS THE STREET FROM GENOVA.
 6:19:35PM YOU'LL SEE THEY HAVE THEIR SILT FENCE UP.
 6:19:37PM THEY HAVE THE DEVELOPMENT ORDER APPROVED.
 6:19:39PM THEY JUST STARTED SUBMITTING FOR BUILDING PERMITS.
 6:19:41PM THE PLAT IS DONE.
 6:19:42PM WE'RE WAITING FOR A COUPLE OF BONDS, AND THEY'VE GOT THE
 6:19:45PM SILT FENCE AND VEGETATION PERMIT, SO THEY ARE ACTUALLY
 6:19:48PM STARTING THE CONSTRUCTION.
 6:19:49PM MAYFAIR VILLAGE IS NOW KNOWN AS BROADWAY CROSSING.
 6:19:56PM THAT IS A LENNAR PROJECT AT SANDY LANE THAT WILL BE THE
 6:19:59PM CHURCH AND THE DAY CARE.
 6:20:00PM THEY HAVE A SILT FENCE UP, TOO.
 6:20:02PM SO THAT'S MOVING ALONG.
 6:20:04PM DISCOUNT TIRE, YOU MIGHT REMEMBER, THAT WAS OVER ON ARCOS,
 6:20:09PM OVER BY THE OTHER TIRE STORE, AND MR. TEQUILA.
 6:20:13PM AND THAT ONE WAS REMEMBER THE PROTOTYPE AT THE BOTTOM WAS
 6:20:18PM AWFUL.
 6:20:19PM EVEN THOUGH IT IS A SMALL BUILDING, I THINK YOU ALL DID A

 6:20:22PM GOOD JOB OF GETTING THE BEST YOU CAN OUT OF A SMALL BUILDING
 6:20:26PM LIKE THAT.
 6:20:26PM I DON'T THINK THEY HAVE STARTED ANY CONSTRUCTION YET.
 6:20:31PM CHICK-FIL-A.

6:20:36PM THAT FINALLY WAS APPROVED.
 6:20:39PM >>Kristin Jeannin: SO WHITE.
 6:20:40PM DID WE DO THAT?
 6:20:43PM >>Mary Gibbs: REMEMBER, YOU ALL APPROVED IT, BUT YOU HAD A
 6:20:45PM LOT OF STIPULATIONS, SO THEY HAD TO COME BACK AND SUBMIT.
 6:20:51PM >>Barry Jones: THERE WERE NO FOUNDATION PLANTINGS.
 6:20:54PM >>Mary Gibbs: THEY DIDN'T HAVE A SIDEWALK CONNECTION TO BEN
 6:20:57PM HILL.
 6:20:57PM YOU HAD A LIST OF ABOUT SIX TO EIGHT THINGS THEY NEEDED TO
 6:21:00PM DO.
 6:21:00PM WE JUST GOT THE PLANS BACK IN A WEEK OR TWO AGO.
 6:21:03PM SO WE'RE LOOKING AT THEM NOW.
 6:21:11PM >>Barry Jones: NO PEDESTRIAN CONNECTIVITY.
 6:21:18PM >>Mary Gibbs: THEY FIXED THAT.
 6:21:19PM COCONUT TRACE HOTEL.
 6:21:22PM THIS WENT TO COUNCIL.
 6:21:29PM THE ARCHITECT HAD TO TWEAK THE ROOF A LITTLE BIT TO MAKE IT
 6:21:32PM A LITTLE MORE MEDITERRANEAN.
 6:21:34PM AFTER IT WAS APPROVED, THE OWNER CALLED ME AND SAID THEY
 6:21:39PM WEREN'T GOING TO PROCEED BECAUSE OF THE ECONOMY.
 6:21:41PM HOWEVER, THERE IS A NEW BUYER NOW.

 6:21:43PM THE NEW BUYER CONTACTED US AND WE'VE HAD SEVERAL MEETINGS
 6:21:46PM AND THEY'LL GO AHEAD WITH IT.
 6:21:49PM >>Kristin Jeannin: THIS IS THE ONE WITH THE VIEWS OF THE
 6:21:51PM HOME.
 6:21:52PM >>Mary Gibbs: IN FRONT OF MARSH LANDING, YEAH.
 6:21:56PM THEY DO HAVE A NEW OWNER BUT THEY ARE PROCEEDING.
 6:21:58PM I THINK YOU ALL APPROVED THIS LAST MONTH, SO WE PUT THIS IN
 6:22:10PM FOR FUN.
 6:22:12PM IT WAS THE BONITA SMOKE SHOP.
 6:22:14PM IF YOU REMEMBER FROM LAST MONTH'S MEETING.
 6:22:16PM MARYANN SUPERIMPOSED A PICTURE.
 6:22:19PM WE'RE NOT SMOKING CIGARS OUT THERE.
 6:22:24PM >>Barry Jones: I NEVER KNEW WE HAD SUCH LOYALTY IN ESTERO.
 6:22:27PM [LAUGHTER]
 6:22:30PM >>Mary Gibbs: WE HAD TO DO SOMETHING TO MAKE THIS FUN AFTER
 6:22:32PM WORKING ON IT FOR SO LONG.
 6:22:34PM STALLED PROJECTS, WE DO HAVE A FEW.
 6:22:38PM JUST WANT TO LET YOU KNOW ABOUT THAT.
 6:22:39PM GENOVA, FINAL PHASE, THAT WAS GOING TO BE THE TOWNHOMES AND
 6:22:44PM VILLAS YOU ALL APPROVED.
 6:22:46PM SO I CONTACTED THEM, AND I SAID, WHAT'S GOING ON BECAUSE
 6:22:54PM PEOPLE KEEP ASKING.
 6:22:55PM THEY SAID, WELL, WE THINK WE'RE GOING TO PUT IT ON HOLD FOR
 6:22:59PM A LITTLE WHILE UNTIL THE ECONOMY IS BETTER.
 6:23:03PM TWO DAYS LATER I SAW THE FOR SALE SIGN.

6:23:06PM SO IT'S FOR SALE.
 6:23:07PM THAT'S ALL I KNOW.
 6:23:08PM TOO BAD.
 6:23:09PM I DON'T KNOW.
 6:23:11PM BUT THAT IS THE LATEST ON THAT.
 6:23:13PM >>Barry Jones: IT MIGHT NOT BE FOR SALE LONG.
 6:23:16PM >>Mary Gibbs: OH, WELL THERE.
 6:23:17PM >>Barry Jones: WHAT IS GOING ON WITH THE HCA TRACT?
 6:23:24PM >>Mary Gibbs: NOTHING AT THE MOMENT.
 6:23:25PM >>Barry Jones: IS IT STILL UP FOR SALE?
 6:23:26PM IS IT UNDER CONTRACT? ANYBODY TALKING TO US ABOUT IT?
 6:23:30PM >>Mary Gibbs: NO.
 6:23:31PM SOMEBODY IS DOING DUE DILIGENCE, I HEARD, BUT NOT WITH ME.
 6:23:37PM >>Barry Jones: THE OTHER BIG TRACTS.
 6:23:39PM THERE IS LIKE A 12-ACRE ON THE WEST SIDE OF 41 ON PELICAN
 6:23:45PM SOMETHING THERE.
 6:23:46PM SOUND.
 6:23:46PM >>Mary Gibbs: SOMEBODY SUBMITTED A ZONING VERIFICATION
 6:23:50PM LETTER ASKING ABOUT LIVE LOCAL ON THAT PROPERTY.
 6:23:55PM JUST CAME IN ON FRIDAY.
 6:23:59PM DO YOU KNOW ANYTHING ABOUT IT?
 6:24:08PM >>Barry Jones: 21 AND 15% COMMERCIAL.
 6:24:10PM IF THEY CAN PARK IT.
 6:24:12PM THAT'S THEIR CHALLENGE.
 6:24:16PM >>Mary Gibbs: OPEN SPACE, DRAINAGE, ALL OTHER LAND

 6:24:19PM DEVELOPMENT CODES APPLY.
 6:24:30PM >>Barry Jones: I KNOW TWO DIFFERENT PEOPLE WERE LOOKING AT
 6:24:32PM LIVE LOCAL.
 6:24:44PM >>Mary Gibbs: SOMEBODY MIGHT KNOW IN NAPLES.
 6:24:48PM POSSIBLE PROMINENT ATTORNEY.
 6:24:49PM HOME2 SUITES, REMEMBER THE WHOLE HOME2 SUITES.
 6:24:54PM THE LAST -- THEY WANTED TO DO WOOD FRAME.
 6:25:01PM AT THE COUNCIL MEETING, THEY SAID, OH, WE DON'T LIKE THE
 6:25:04PM CONDITION ABOUT THE CONCRETE BLOCK CONSTRUCTION AND WE WANT
 6:25:06PM TO DO WOOD FRAME.
 6:25:07PM WE WERE LIKE, OH, THAT WASN'T REVIEWED BY PLANNING AND
 6:25:10PM ZONING BECAUSE THEY AGREED AT THE PLANNING AND ZONING.
 6:25:13PM THEY SAID, OH, WE DON'T AGREE NOW.
 6:25:15PM WE NEED TO DO WOOD FRAME.
 6:25:17PM WE WENT AROUND AND AROUND AND GOT A CONDITION PUT IN THAT'S
 6:25:20PM CONCRETE BLOCK, BUT, YOU KNOW, A LITTLE BIT OF -- YOU CAN DO
 6:25:25PM SOME INTERNAL THINGS, WOOD FRAME.
 6:25:27PM THEY AGREED TO THE CONDITION.
 6:25:28PM IT GOT APPROVED, AND THEN WE'VE HEARD THAT THEY ARE NOT
 6:25:31PM GOING FORWARD.
 6:25:32PM YEAH, BUT IT'S APPROVED FOR A HOTEL.
 6:25:36PM IF SOMEBODY ELSE HAS A HOTEL, THAT WOULD BE A GOOD SITE FOR

6:25:41PM IT.
 6:25:45PM >> NOT A GOOD SITE FOR IT.
 6:25:46PM >>Mary Gibbs: WELL, THAT WOULD BE A SITE FOR IT.

 6:25:48PM ANOTHER HOTEL, THE HILTON GARDEN INN RIGHT IN FRONT OF
 6:25:53PM RAPALLO BY THE FIRE DEPARTMENT, THAT ONE WAS A COVID.
 6:25:56PM THAT CAME IN DURING -- BEFORE COVID.
 6:25:59PM IT'S BEEN LIKE THE LONGEST, BEEN HERE SINCE 2019.
 6:26:05PM THEN THEY CAME TO THE BOARD AT THE TIME.
 6:26:08PM THEY HAD TO DO SOME TWEAKS TO THE TOWERS BECAUSE THEY HAD
 6:26:11PM SOME FAUX TOWERS. THEN THEY CAME BACK, COVID HIT, AND THEY
 6:26:16PM WENT DARK.
 6:26:16PM THEN WE THOUGHT IT WAS GOING AWAY.
 6:26:18PM THEN THEY CAME BACK, LIKE PEOPLE FROM CHICAGO, RESUSCITATED
 6:26:22PM ITSELF.
 6:26:22PM AND THEN THEY WANTED TO PROCEED AND THEN THEY REALIZED THERE
 6:26:26PM WAS A FLOOD ISSUE.
 6:26:28PM PART OF IT TOUCHES THE FLOODWAY, SO THEY HAVE TO GET A NO
 6:26:31PM RISE.
 6:26:32PM AND THEY WERE WORKING ON THAT BUT THEN WE NEVER HEARD
 6:26:34PM ANYTHING.
 6:26:35PM THEY WERE IN FOR BUILDING PERMITS WHICH ARE LIKE TWO CODES
 6:26:40PM OLD.
 6:26:41PM I THINK THAT'S NOT GOING ANYWHERE.
 6:26:44PM >> IS THAT DAVID MCGURNEL -- IS HE -- THE MCGURNEL PEOPLE
 6:26:49PM DOING THE HILTON GARDEN?
 6:26:51PM >>Mary Gibbs: PEOPLE FROM CHICAGO.
 6:26:54PM >>Jim Wallace: I THOUGHT IT WAS DAVID.
 6:26:56PM >>Mary Gibbs: I DON'T THINK SO.

 6:26:56PM THAT'S ALL WE KNOW ABOUT THAT.
 6:26:59PM THEN THE DENTAL OFFICE BUILDING WHICH SOMEBODY, THE
 6:27:03PM ARCHITECT DID A VERY NICE DESIGN OF, PRAIRIE DESIGN.
 6:27:07PM >> I SPOKE TO DR. ABBIATI YESTERDAY.
 6:27:10PM HE CALLED ME.
 6:27:11PM HE IS SELLING THE PROPERTY.
 6:27:12PM HE'S HAD SOME SERIOUS HEALTH PROBLEMS.
 6:27:16PM >>Mary Gibbs: THAT'S TOO BAD.
 6:27:18PM >>Michael Sheeley: ACTUALLY SOLD HIS PRACTICE IN MARCO.
 6:27:23PM IT'S UP FOR GRABS.
 6:27:25PM WE SHOULD FORM A GROUP --
 6:27:29PM >>James Tatooles: THAT'S A GREAT LOOKING BUILDING.
 6:27:31PM >>Mary Gibbs: THE NEIGHBORS LOVED IT WITH THEIR LAWSUITS.
 6:27:36PM BUT THAT IS A WHOLE OTHER ISSUE.
 6:27:38PM >>Barry Jones: I TRIED TO TALK THEM OUT OF IT.
 6:27:41PM WOULDN'T LISTEN TO ME.
 6:27:42PM WHAT DO I KNOW?
 6:27:43PM >>Mary Gibbs: YEAH.

6:27:44PM YESTERDAY, THEY COMPLAINED BECAUSE THERE WERE WEEDS.
 6:27:48PM CODE ENFORCEMENT TALKED TO THEM.
 6:27:49PM THEY CLEANED IT RIGHT UP AND LOOKS FINE.
 6:27:53PM >>Barry Jones: JOE PAVICH WAS GOING TO BUILD HIS REAL ESTATE
 6:27:57PM BUILDING THERE.
 6:27:58PM HE WAS THE ORIGINAL OWNER.
 6:28:00PM INSTEAD OF THE ONE HE'S GOT OVER HERE ON CORKSCREW, THEY

 6:28:06PM SHOULD TAKE THAT ONE.
 6:28:10PM >>Mary Gibbs: SIGNAGE.
 6:28:11PM NOT THAT I WANT TO BRING UP A SORE SUBJECT, OUR SIGNAGE,
 6:28:15PM WHEN WE LOOK AT OUR LANDSCAPING, WE LOOK AT OUR
 6:28:18PM ARCHITECTURE, WHEN YOU LOOK AT OUR DEVELOPMENTS, THE SIGNAGE
 6:28:21PM IS AN INTEGRAL COMPONENT.
 6:28:23PM SO THE SIGNAGE REALLY HELPS BEAUTIFY THE PROJECTS AS WELL.
 6:28:28PM WE HAD SOME EXAMPLES OF SOME MONUMENT SIGNS.
 6:28:31PM AND I THINK YOU CAN SEE, LIKE, IF YOU LOOK AT THE RIVER
 6:28:35PM CREEK SIGN, IF YOU'VE BEEN OUT THERE, LIKE A WALL SIGN.
 6:28:38PM NOT A MONUMENT SIGN.
 6:28:39PM IT IS A MONUMENTAL SIGN.
 6:28:40PM IT'S HUGE.
 6:28:41PM SO YOU HAVE A LOT OF FLEXIBILITY WITH OUR SIGN CODE AND
 6:28:44PM DOING THESE MONUMENT SIGNS, BUT THEY CAN STILL LOOK
 6:28:47PM ATTRACTIVE.
 6:28:53PM >>James Tatoes: WHAT ABOUT HERTZ'S PROPERTY TO THE NORTH
 6:28:55PM AND TO THE EAST?
 6:29:00PM >>Mary Gibbs: THE VACANT PARCEL.
 6:29:02PM >>James Tatoes: YEAH, THE ONE ACROSS THE STREET FROM THE
 6:29:05PM APARTMENT BUILDING AND THE ONE ON THE OTHER SIDE OF
 6:29:08PM WILLIAMS?
 6:29:10PM >>Barry Jones: HCA SITE, SOMEBODY IS LOOKING AT IT AND THEY
 6:29:13PM ARE GOING THROUGH DUE DILIGENCE AND SITE PLANNING RIGHT NOW.
 6:29:15PM THE HERTZ SITE, TO THE BEST OF MY KNOWLEDGE, HERTZ WAS

 6:29:18PM TRYING TO LIQUIDATE IT, BUT THERE WEREN'T ANY TAKERS.
 6:29:21PM >>Mary Gibbs: I HEARD IT IS FOR SALE BECAUSE WE'VE BEEN
 6:29:24PM GETTING CALLS.
 6:29:30PM >>Jim Wallace: PART OF THE PROBLEM ON THE HERTZ PIECE, I HAD
 6:29:34PM SPOKEN TO YOU ABOUT THAT, MARY, IT IS ZONED FOR OFFICE.
 6:29:39PM NOT A WHOLE LOT OF DEMAND RIGHT NOW.
 6:29:41PM PARTICULARLY WHEN YOU'RE TALKING ABOUT AN OFFICE BUILDING
 6:29:44PM THAT HAS NO ACROSS THE STREET AMENITIES AND IT'S NEXT TO A
 6:29:49PM HERTZ HEADQUARTERS IN A RESIDENTIAL COMMUNITY AND RENTAL,
 6:29:56PM UNLESS IT GETS REZONED INTO RESIDENTIAL.
 6:30:02PM >>James Tatoes: AT ONE TIME, A CORPORATE HEADQUARTERS
 6:30:04PM AREA.
 6:30:06PM >>Jim Wallace: HERTZ PLEDGED IT WOULD ONLY BE OFFICE SPACE,
 6:30:09PM AM I CORRECT, MARY?

6:30:10PM >>Mary Gibbs: WHEN EDERA CAME IN, THE APARTMENTS, THEY WOULD
 6:30:14PM BE THE ALF AND TURNED THEM INTO APARTMENTS, OAK BROOK PUT A
 6:30:18PM DEED RESTRICTION AND WE HAD A ZONING CONDITION THAT IF THE
 6:30:20PM APARTMENTS GOT APPROVED, THEY WOULD DEED RESTRICT THE OTHER
 6:30:24PM PIECE SO IT DIDN'T SET A PRECEDENT FOR EVERYTHING AROUND
 6:30:27PM THERE TURNING INTO APARTMENTS.
 6:30:28PM >>Barry Jones: THE TWO NASTY WORDS OVERRIDE ALL THAT.
 6:30:34PM >>Jim Wallace: I LOOKED AT DOING 90 CONDO UNITS.
 6:30:39PM >>Barry Jones: YOU CAN GO LIVE LOCAL THERE, AND THE RATES
 6:30:41PM AREN'T THAT FAR OFF MARKET RATE.
 6:30:46PM >>Mary Gibbs: LIVE LOCAL DOES HAVE SOME RESTRICTIONS IN

 6:30:49PM ESTERO BECAUSE WE DON'T HAVE THAT MUCH COMMERCIAL.
 6:30:52PM YOU HAVE TO DO LIKE SOME MIXED USE.
 6:30:55PM >>Barry Jones: MIXED USE LIKE 10% OF THE FLOOR SPACE.
 6:30:58PM >>Mary Gibbs: WE'RE NOT SURE.
 6:30:59PM MAYBE 30.
 6:31:02PM I THINK THE STATUTE HAS A DIFFERENT AMOUNT.
 6:31:11PM >>Jim Wallace: IT'S NOT AN EASY CONVERSION.
 6:31:13PM 90 UNITS AT 50,000 A UNIT, IT'S ABOUT FOUR AND A HALF
 6:31:18PM MILLION FOR HERTZ TO GET OUT.
 6:31:20PM THEY PAID 11.7 MILLION FOR THE PROPERTY, INCLUDING THE HERTZ
 6:31:24PM BUILDING AND PARKING AND EVERYTHING ELSE.
 6:31:27PM SO IT WOULD BE A GAIN, A FINANCIAL GAIN FOR THEM TO UNLOAD
 6:31:31PM IT AT 4.5 MILLION.
 6:31:35PM >>Mary Gibbs: ANYWAY, BACK TO THE SIGNS --
 6:31:38PM >>Kristin Jeannin: VILLAGE OF ESTERO SIGNS, THEY ARE REALLY
 6:31:41PM NICE.
 6:31:41PM >>Mary Gibbs: YEAH, THEY ARE NICE.
 6:31:42PM THIS IS SIGNAGE IN THE VILLAGE.
 6:31:45PM HERE'S SOME SIGNAGE OUTSIDE THE VILLAGE.
 6:31:47PM I LOVE THIS.
 6:31:48PM YOUR DENTAL OFFICE COULD HAVE ONE OF THESE SIGNS.
 6:31:58PM >>Barry Jones: WE COULD HAVE A BOWLING PIN.
 6:32:04PM >>Mary Gibbs: I JUST LIKE TO SHOW THE CONTRAST OF THESE.
 6:32:07PM >>Kristin Jeannin: IT IS DEFINITELY NOTICEABLE.
 6:32:09PM >>Mary Gibbs: NOW I'LL BRING UP -- JIM IS GOING TO START

 6:32:12PM AGAIN, I THINK.
 6:32:13PM HERE'S WHAT YOU WERE TALKING ABOUT WITH THE McDONALD'S.
 6:32:15PM WHAT WE'RE TRYING TO SHOW AND MAYBE YOU THINK THE MONUMENT
 6:32:19PM ONE IS A LITTLE DINKY, BUT THEY CAME IN AND ASKED FOR THE
 6:32:23PM SIZE.
 6:32:23PM THE STANDARD, LIKE WHAT THEY WERE SHOWING HERE IS LIKE THIS
 6:32:27PM BIG NOT MONUMENT SIGN, YOU KNOW, WITH THE RED.
 6:32:30PM THAT WAS -- THE SIGN COMPANY SENT THAT TO US AND SAID YOU
 6:32:34PM CAN'T DO THAT, NOT A MONUMENT SIGN, HAS TO MEET THE CODE.
 6:32:38PM SO I THINK THEY COULD HAVE DONE BIGGER.

6:32:40PM THEY DO HAVE SOME IDENTIFICATION SIGNS AT MARKETPLACE.
6:32:43PM >>Barry Jones: THEY COULD HAVE KEPT THAT SAME RED TOP AND
6:32:45PM DID A DIFFERENT BASE.
6:32:46PM AND PUT LIPSTICK AROUND THE EDGES OF THE RED AND PUT IT DOWN
6:32:53PM TO THE BASE AND KEPT THE SAME SIZE.
6:32:55PM WE NEVER TOLD THEM THEY COULDN'T DO A 12-FOOT TALL SIGN.
6:32:58PM >>Mary Gibbs: RIGHT.
6:32:59PM COMMERCIAL, YOU CAN DO 17-FOOT TALL SIGN.
6:33:03PM >>Jim Wallace: THIS IS -- WHAT THEY'VE GOT IS A STANDARD
6:33:06PM SIMON COCONUT POINT SIGN.
6:33:09PM >>Barry Jones: THAT'S WHAT THEY ASKED FOR.
6:33:10PM >>Jim Wallace: WHAT DON'T SEE, IS THERE ARE BUSHES IN FRONT
6:33:14PM OF IT?
6:33:15PM DON'T STAND A CHANCE.
6:33:19PM >>Barry Jones: FOR THE SPEED OF THE ROAD AND THE TYPE OF

6:33:23PM INSTITUTION IT IS, WHICH IS A DRIVE-BY, SEE IT, DON'T WANT
6:33:28PM TO STOP, IT'S NOT BIG ENOUGH TO GIVE PEOPLE ENOUGH ADVANCE
6:33:32PM WARNING.
6:33:33PM MAYBE THEY COULD UTILIZE ONE AT THE INTERSECTION.
6:33:34PM THEY HAD A MONUMENT SIGN ON THE CORNER THAT HAD A
6:33:38PM McDONALD'S ON IT FACING RIGHT OUT ON THE ROAD, SO PEOPLE
6:33:42PM COMING SOUTH CAN SEE IT AND KNOW TO TURN LEFT HERE.
6:33:48PM >>James Tatooles: THE ONE NEXT TO THE CAR WASH THAT SAYS
6:33:51PM McDONALD'S TWO MILES AHEAD.
6:33:57PM >>Barry Jones: IT'S OUTSIDE THE VILLAGE.
6:34:04PM >>Kristin Jeannin: THAT WOULD ALL BE LIT UP.
6:34:06PM WOULD BE TOO MUCH.
6:34:06PM >>Barry Jones: NO, IT WOULD HAVE TO BE LIKE THE YELLOW LIT
6:34:10PM UP.
6:34:10PM NOT THE RED.
6:34:12PM >>Mary Gibbs: I THINK THE RAPALLO PEOPLE COMPLAINED ABOUT
6:34:15PM THEY DIDN'T WANT LIT UP GOLDEN ARCHES.
6:34:18PM >>Barry Jones: YOU CAN DO RED ALUMINUM MAT WITH A YELLOW
6:34:21PM THAT LIGHTS UP AND PUT SOME LIPSTICK AND PUT IT OUT THERE
6:34:25PM FAR ENOUGH THAT PEOPLE COULD SEE IT AND PEOPLE COULD FIGURE
6:34:28PM IT OUT OR DO A MONUMENT CORNER ON THE SIGN -- OR ON THE
6:34:33PM CORNER TO WHERE IT'S OUT IN FRONT OF EVERYTHING AND PEOPLE
6:34:36PM CAN SEE THAT BEHIND ALL THAT THERE IS A McDONALD'S.
6:34:40PM >>Mary Gibbs: HOPEFULLY THIS KIND OF OVERVIEW TONIGHT HELPS
6:34:42PM US THINK ABOUT THINGS WE MIGHT WANT TO ASK MORE QUESTIONS

6:34:45PM WHEN PEOPLE COME BACK.
6:34:47PM >>Jim Wallace: ON RaceTrac, WHAT WE SAID WAS IT'S REALLY
6:34:50PM IMPORTANT FOR PEOPLE TO BE ABLE TO SEE THAT THIS IS A GAS
6:34:55PM STATION AND PRICE DRIVES THE BUSINESS.
6:34:57PM SO WE ALLOWED THEM A TEN FOOT VARIANCE ON A 15-FOOT SETBACK
6:35:04PM SO THAT YOU COULD SEE IT FROM U.S. 41.

6:35:07PM IT'S A WAYFINDING.
 6:35:09PM NOT JUST ADVERTISING PRICE.
 6:35:11PM I THOUGHT THAT WAS A REALLY SMART THING WE DID.
 6:35:14PM HERE, WE TOOK A HORIZONTAL FORMAT AND THEN PUT A SQUARE LOGO
 6:35:17PM IN THE MIDDLE OF IT.
 6:35:21PM >>Mary Gibbs: I THINK THEY DID THAT.
 6:35:23PM TO BE PERFECTLY HONEST, IF YOU REMEMBER THE DEVELOPER WAS
 6:35:26PM NOT VERY -- DIDN'T WANT TO MOVE THE SITE.
 6:35:29PM DIDN'T WANT TO DO ANYTHING.
 6:35:31PM EVERYTHING WAS AN ARGUMENT.
 6:35:33PM SO IT WAS DIFFICULT.
 6:35:36PM >>Barry Jones: ADVERSARIAL BACK AND FORTH.
 6:35:39PM MR. MCHARRIS THANKED ME FOR MY CONTRIBUTION THAT DAY AND
 6:35:43PM TOLD ME IT WAS WELL EARNED.
 6:35:45PM SO THERE YOU GO.
 6:35:46PM >>Mary Gibbs: ANYWAY, JUST TO SUMMARIZE, ALL THE PROJECTS
 6:35:49PM THAT WE'RE TALKING ABOUT, WHEN YOU LOOK AT IT IN TOTAL,
 6:35:51PM YOU'VE GOT 2500 NEW RESIDENTIAL UNITS, ONE HOTEL BECAUSE
 6:35:56PM SOME OF THEM ARE ON HOLD, I THINK, OR GONE AWAY.

 6:35:58PM THE HIGH-RISE BUILDING, 300,000 SQUARE FEET OF COMMERCIAL,
 6:36:02PM LIFESTYLE CENTER AND SPORTS ENTERTAINMENT.
 6:36:04PM SO THERE ARE QUITE A FEW THINGS GOING ON.
 6:36:07PM AND THEN, OF COURSE, THE SUMMARY IS THE SAME.
 6:36:10PM IF YOU DIDN'T HAVE THIS BOARD TO DO A LOT OF THOSE REVIEWS,
 6:36:15PM YOU WOULD NOT HAVE THE QUALITY OF PROJECTS, AND THEN THE
 6:36:18PM COUNCIL AS WELL.
 6:36:19PM WHEN THEY ADD ON TO THE ZONING.
 6:36:20PM BIG THANKS TO YOU GUYS.
 6:36:27PM >>James Tatoes: FOR LONG-RANGE PLANNING, ANY THOUGHTS
 6:36:33PM GIVEN AT ALL ABOUT ANNEXATION TO MAKE THE VILLAGE BIGGER IN
 6:36:36PM LAND SIZE?
 6:36:37PM >>Mary Gibbs: THERE HAS BEEN DISCUSSIONS OF THAT FOR SEVERAL
 6:36:42PM YEARS.
 6:36:42PM BUT YOUR ANNEXATIONS HAVE TO BE EITHER VOLUNTARY OR HAVE A
 6:36:47PM CERTAIN AMOUNT OF VOTE.
 6:36:48PM YOU'VE GOT TO BE CONTIGUOUS.
 6:36:49PM SO THERE ARE A LOT OF RESTRICTIONS IN THE STATUTES ABOUT
 6:36:52PM WHAT YOU CAN ANNEX.
 6:36:53PM IT'S BEEN DISCUSSED, BUT NOT BY ME.
 6:36:59PM IT'S HIGHER THAN ME.
 6:37:03PM >>Barry Jones: WHAT IS THE CURRENT STATUS OF THE RAILS TO
 6:37:05PM TRAILS PROJECT?
 6:37:08PM >>Mary Gibbs: THEY ARE GETTING CLOSER.
 6:37:09PM I THINK THEY ARE TRYING TO SEE IF BONITA WILL KICK IN SOME

 6:37:14PM MONEY, TOO.
 6:37:14PM SO BONITA, ESTERO, THEY HAD COMMITTED AND FOR A WHILE --

6:37:19PM >>Barry Jones: I THOUGHT BONITA, COLLIER, AND ESTERO HAD
 6:37:22PM COMMITTED, BUT LEE COUNTY HAD NOT.
 6:37:25PM BONITA HASN'T EITHER?
 6:37:27PM >>Mary Gibbs: I THINK THEY HAVE.
 6:37:29PM >>Barry Jones: THEY HAVE TO GET LIKE 50% TO GET MATCHING
 6:37:34PM FUNDS FROM THE STATE.
 6:37:34PM THEY ARE LIKE 35 OR 40 PERCENT, DO YOU KNOW?
 6:37:37PM >>Mary Gibbs: I DON'T KNOW THE PERCENTAGE.
 6:37:38PM I KNOW THERE HAVE BEEN A LOT OF MEETINGS.
 6:37:40PM I KEEP HEARING BERT, BERT, BERT, SO I KNOW THERE'S PROGRESS
 6:37:43PM BEING MADE.
 6:37:45PM >>Jim Wallace: AT THE LAST MEETING, MARY, I MAY BE OUT OF
 6:37:49PM SYNC, AT THE LAST MEETING, AFTER THE MATCHING MONEY FROM THE
 6:37:55PM MUNICIPALITIES, THE STATE, ET CETERA, AND PRIVATE MONEY THAT
 6:37:59PM THEY HAD COMMITTED, DON'T HAVE ANY MONEY, BUT COMMITTED,
 6:38:02PM THEY WERE AT 35 MILLION.
 6:38:04PM THEY NEED 70 MILLION.
 6:38:07PM SO AFTER THE EASY MONEY, THEY HAVE ONLY HALF.
 6:38:12PM AND THEY'VE GOT THE NEXT HALF TO GET, AND SO THEY ARE
 6:38:18PM TALKING ABOUT IN A 36-YEAR BUILD-OUT.
 6:38:23PM SO THEY ARE TALKING ABOUT -- I'M SORRY, A SIX-YEAR
 6:38:26PM BUILD-OUT.
 6:38:27PM THEY ARE TALKING ABOUT 31, 32, IF THEY HAD ALL OF THE MONEY

 6:38:31PM TODAY, BUT THEY HAVE ALREADY GOT THE EASY MONEY.
 6:38:34PM SO HOW LONG IS IT GOING TO TAKE TO GET THE NEXT 35 MILLION?
 6:38:37PM NANCY COULD WRITE THE CHECK TODAY AS A PARTING GESTURE.
 6:38:46PM >>Nancy Stroud: COULD WRITE THE CHECK BUT IT WOULDN'T --
 6:38:49PM [LAUGHTER]
 6:38:53PM >>Jim Wallace: JUST FRAME IT, RIGHT?
 6:38:54PM JUST FRAME IT.
 6:38:56PM I THINK THAT IS A BIG QUESTION MARK.
 6:38:58PM IT TAKES A BIG INITIATIVE BY SOMETHING OTHER THAN 700 PEOPLE
 6:39:04PM THAT HAVE SIGNED TO SUPPORT IT.
 6:39:06PM >>Barry Jones: IT TAKES A CORPORATE SPONSOR OR A FEDERAL
 6:39:09PM GOVERNMENT GRANT.
 6:39:17PM >>Jim Wallace: PROBLEM WITH CORPORATE SPONSORS, THERE ISN'T
 6:39:20PM ENOUGH VISIBILITY WITH DRIVE-BY TRAFFIC.
 6:39:23PM IT ISN'T HERTZ ARENA.
 6:39:25PM WHERE IS THE PAY BACK.
 6:39:27PM IT ISN'T JUST I'M A NICE GUY, UNFORTUNATELY.
 6:39:30PM I THINK THEY STILL HAVE A LONG WAY TO GO.
 6:39:37PM >>Anthony Gargano: FOLKS, WE CAN HAVE A DISCUSSION THAT WILL
 6:39:41PM CONTINUE ALL EVENING.
 6:39:42PM WHAT I'M GOING TO SUGGEST IS, MARY, THANK YOU FOR THE
 6:39:49PM PRESENTATION.
 6:39:50PM THANK YOU FOR THE WORK AND THE DESCRIPTIONS, REALLY
 6:39:54PM APPRECIATE THAT.

6:39:55PM FOR THE FORMAL PART OF THE MEETING, I'M GOING TO ENTERTAIN A

6:39:58PM MOTION TO ADJOURN.
6:40:00PM >>Michael Sheeley: SO MOVED.
6:40:01PM >>Al Paivandy: SECOND.
6:40:02PM >>Anthony Gargano: ALL IN FAVOR?
6:40:03PM AYE.
6:40:03PM WE'RE ADJOURNED.
6:40:05PM THANK YOU.

DISCLAIMER:
THIS FILE REPRESENTS AN UNEDITED VERSION OF REALTIME
CAPTIONING WHICH SHOULD NEITHER BE RELIED UPON FOR COMPLETE
ACCURACY NOR USED AS A VERBATIM TRANSCRIPT.
ANY PERSON WHO NEEDS A VERBATIM TRANSCRIPT OF THE
PROCEEDINGS MAY NEED TO HIRE A COURT REPORTER.

Final Action Agenda/Minutes are supplemented by audio and video recordings of the meetings, as well as transcripts. Video recordings of Design Review Board meetings from June 8, 2016, forward, as well as agendas, staff reports, resolutions, ordinances, and other documents related to the meetings can be viewed online at <https://estero-fl.gov/agendas/> at the corresponding meeting date.

DRAFT MINUTES

Planning Zoning and Design Board Meeting

**Village of Estero
9401 Corkscrew Palms Circle
Estero, FL 33928
January 13, 2026 4:30 p.m.**

- 1. CALL TO ORDER:** 4:31 p.m.
- 2. PLEDGE OF ALLEGIANCE:**
- 3. ROLL CALL:**

Present: Board Members James Tatooles, Barry Jones, Kristin Jeannin (arrived 4:43 pm), Al Paivandy, Jim Wallace, Dan Williams, Vice Chairman Sheeley, and Chairman Anthony Gargano.

Also present: Community Development Director Mary Gibbs, Land Use Attorney Nancy Stroud, Assistant Community Development Director Christopher Baker, Planner Aymee Chavez, Development Review Manager Eric Wishart, and Deputy Village Clerk Tammy Duran.

- 4. APPROVAL OF AGENDA:**

A motion to approve the agenda was made and duly passed.

- 5. BUSINESS:**

(a) Consent Agenda

- (1) Approval of December 9, 2025 meeting minutes

A motion to approve the consent agenda was made and duly passed.

- 6. PUBLIC INFORMATION MEETINGS**

- (a) Estero Fire Expansion – Rezoning (DCI2025-E002) (District 4)**

21500 Three Oaks Parkway, located on the west side of Three Oaks Parkway just south of Corkscrew Road. Estero Fire seeks to add 4.6 acres to the west side of the existing 4.9 acres. The additional land will allow for the construction of a 10,000 square foot storage building and parking for the facility.

The applicant seeks to rezone the property from AG - Agriculture and CPD - Commercial Planned Development to Commercial Planned Development, (current zoning district of the Fire Station).

Staff Presentation/Comments

Mary Gibbs, Community Development Director
Aymee Chavez, Planner

Presentation/Information by

Dan DeLisi, Dan DeLisi Inc
Fire Chief Vanderbrook, Estero Fire Rescue
John Wojdak, PE, RESPEC

Public Comment

In Person

Julia Marchetti, Colonial Oaks
Peter Ferraro, Colonial Oaks
Joe Ciccio, Colonial Oaks
Lauren Willison, Estero
Tim Willison, Estero

Board Questions or Comments

Board Members Jones, Jeannin, Paivandy, Wallace, Vice Chairman Sheeley, and Chairman Gargano

(b) Coconut Point – Waypoint Residences (Application Pending) (District 6)

8021 Cinema Way. This is a redevelopment of the Regal Coconut Point Mall theater which closed in 2022. The completed project will extend from Cinema Way to Via Coconut.

The applicant seeks to demolish the cinema and redevelop the area into a 365-unit apartment building with an adjacent parking garage and surface parking.

Staff Presentation/Comments

Mary Gibbs, Community Development Director

Presentation/Information by

Jeremie Chastain, AICP, Bowman Consulting Group
Scott Richardson, Simon Property Group
Chris Moore, Waypoint Residential
Neale Montgomery, Pavese Law Firm

George O'Brien, MSA Architects

Public Comment

In Person

Allan Bowditch, Shadow Wood
Susanna Garthwatre, Shadow Wood
Mary Brennan, Morningside

eComments

Virginia Caruso, Shadow Wood
Linda Olson, Shadow Wood
Sharon Swierpel, Shadow Wood
John Wendel, Shadow Wood
Patrick McGarry, Spring Ridge

Board Questions or Comments

Board Members Jones, Jeannin, Williams, Wallace, Vice Chairman Sheeley, and
Chairman Gargano

7. PUBLIC HEARINGS

Land Use Attorney Stroud provided information regarding Board business and quasi-judicial hearings. All audience members and staff providing testimony for the hearing were sworn in by Land Use Attorney Stroud.

- (a) Bonita Smoke Shop & Cigar Lounge - COP Administrative Amendment (ADD2026 E001) (District 6)
23050 Via Villagio, Suite 101 - Coconut Point Mall, located at the corner of Plaza Del Lago and Via Villagio, in the same building as Five Guys Restaurant.

Applicant is seeking approval of outdoor Consumption on Premises (2COP) for Bonita Smoke Shop & Cigar Lounge.

No ex parte communication or conflicts of interest were noted.

Staff Presentation/Comments

Mary Gibbs, Community Development Director
Aymee Chavez, Planner

Presentation/Information by

Michael Sadi, Managing Partner

Public Comment

eComments

None

Board Questions or Comments

Board Member Jones and Chairman Gargano

Motion: Motion to approve request for outdoor Consumption on Premises with staff stipulations.

Motion by: Board Member Jones

Seconded by: Board Member Williams

Action: Approved request for outdoor Consumption on Premises with staff stipulations.

Vote:

Aye: Board Members Jones, Jeannin, Paivandy, Tatooles, Wallace, Williams, Vice Chairman Sheeley, and Chairman Gargano

Nay:

Abstentions:

- (b) Ordinance 2025-17 Land Development Code Amendment regarding landscaping requirements and expiration of Development Orders.

Staff Presentation/Comments

Mary Gibbs, Community Development Director

Nancy Stroud, Village Land Use Attorney

Eric Wishart, Development Review Manager

Public Comment

Mark Geschwendt, Miromar Development Corporation

Board Questions or Comments

Board Members Jones, Jeannin, Tatooles, Wallace, and Vice Chairman Sheeley

Motion: Motion to recommend denial of Ordinance 2025-17 to Village Council.

Motion by: Board Member Tatooles

Seconded by: Vice Chairman Sheeley

Action: Recommended denial of Ordinance 2025-17 to Village Council.

Vote:

Aye: Board Members Jones, Jeannin, Paivandy, Tatooles, Wallace, Williams, Vice Chairman Sheeley, and Chairman Gargano

Nay:

Abstentions:

8. PUBLIC INPUT

None

9. BOARD COMMUNICATIONS

(a) Next meeting – February 10, 2026

10. ADJOURNMENT: 7:05 pm.

Tammy Duran
Deputy Village Clerk



**APPLICATION FOR PUBLIC INFORMATION MEETING
PLANNING ZONING AND DESIGN REVIEW BOARD
VILLAGE OF ESTERO**

REQUEST IS FOR: Public Information Meeting pursuant to LDC Section 2-401

1. Applicant/Project Name: Coconut Point Developers, LLC / Site Signage Refresh
2. Address: 23106 Fashion Drive, Suite 107, Estero, FL 33928
3. Strap Number: See attached
4. Application Number: 1

5. Type of Application (check appropriate type(s)):

- | | |
|--|---|
| ☐ Comprehensive Plan Amendment | ☐ Planned Development Zoning |
| ☒ Planned Development - Amendment or Final Plan Approval | ☐ Variance |
| ☐ Conventional Rezoning | ☐ Special Exception |
| ☐ Bar Special Permit | |

6. Project Description (Brief description of project and need for application.)

This project is for the renovation of existing pylon sign, monument signs, wayfinding signs, tower
signs, street signs, restroom signs and play area sign.

7. Application shall be accompanied by an electronic copy of the site plans drawn to scale, illustrating a detailed overview of the project. The plans shall define what is being requested and the deviation or change from the permitted and/or existing conditions.

Signature

January 23, 2026

Date

Scott A. Richardson

Print Name

Village of Estero | 9401 Corkscrew Palms Circle | Estero, FL 33928 | Phone: 239.221.5035 | Fax: 239.494.5343 | www.Estero-fl.gov

Updated 11/16/2021

STRAP Numbers

094725E23600R00CE

044725E33600L03CE

094725E2360OS01CE

094725E2360SC0010

044725E3360000060

044725E3360SC0020

094725E2360SC0010

044725E3360SC0050

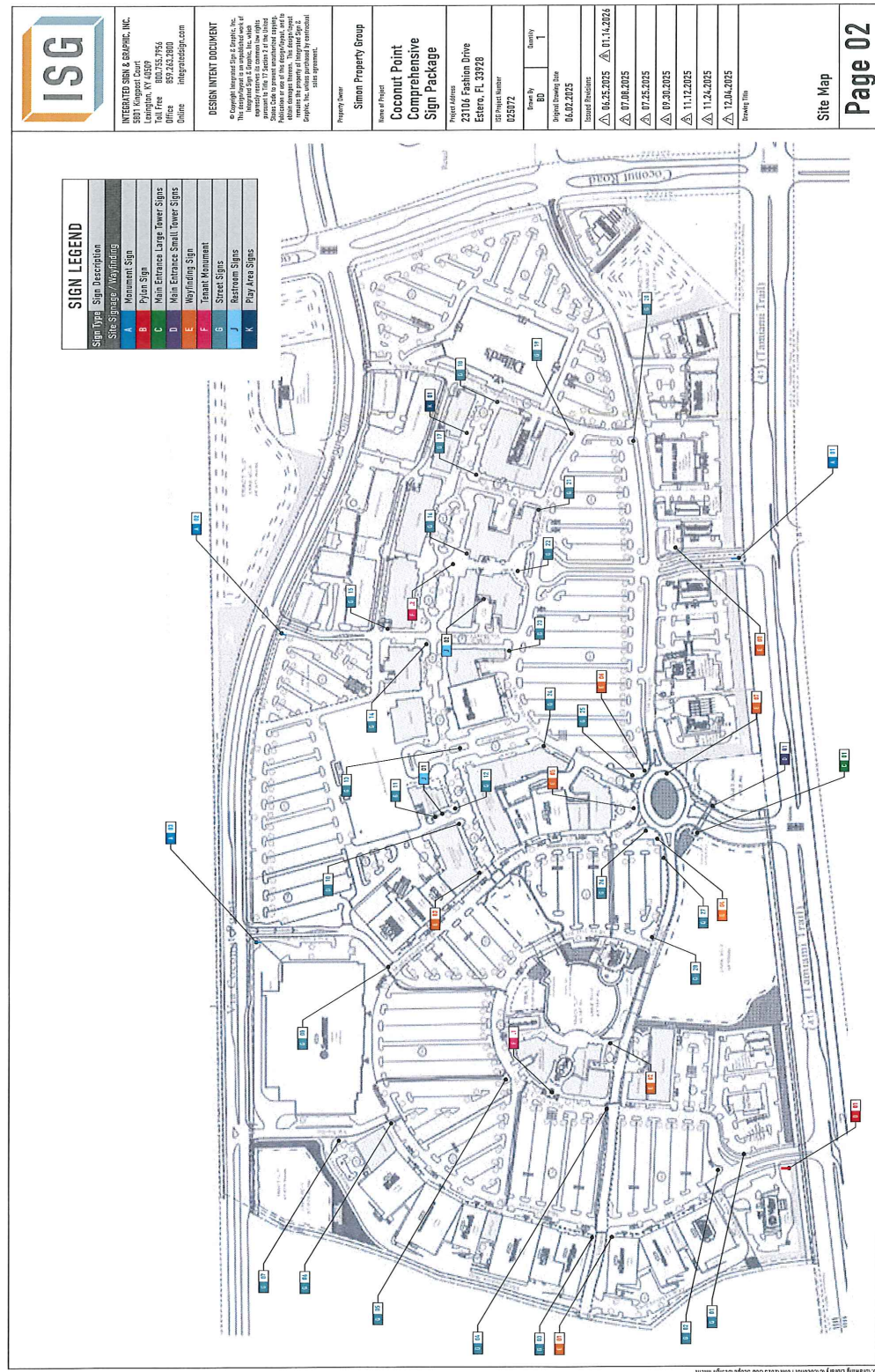
044725E350000090

044725E3360SC0030



Coconut Point - Site Signage Refresh

RSVD 01.14.2026



\\drawing.library.uconn.edu\Point2025\Job Scope\Design Intent

Drawing Library\Account Picta\2025\Job Scope\Design Intent

Double-sided Monument Sign - Sign Type A



1 Existing Monument Sign
SCALE: NTS



2 Existing Monument Sign
SCALE: NTS



3 Existing Monument Sign
SCALE: NTS



4 ST-A Monument Sign Refresh - Day Rendering
SCALE: NTS



5 ST-A Monument Sign Refresh - Night Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
100 West 14th Street
Levittown, NY 10809
Tel: 914.963.7956
Office: 914.963.2000
Online: integratedsign.com

DESIGN INTENT DOCUMENT
© Copyright Integrated Sign & Graphic, Inc.
This design is an intellectual work of
Integrated Sign & Graphic, Inc. and is
intended to be used for the project
described herein. No part of this
document may be reproduced or
transmitted in any form or by any
means, electronic, mechanical, or
photocopying, recording, or by any
information storage and retrieval
system, without the prior written
consent of Integrated Sign & Graphic, Inc.

Property Owner
Simon Property Group

Project Name
Coconut Point
Comprehensive
Sign Package

Project Address
23106 Fashion Drive
Estero, FL 33928

ISG Project Number
025772

Drawn By
BD

Quantity
1

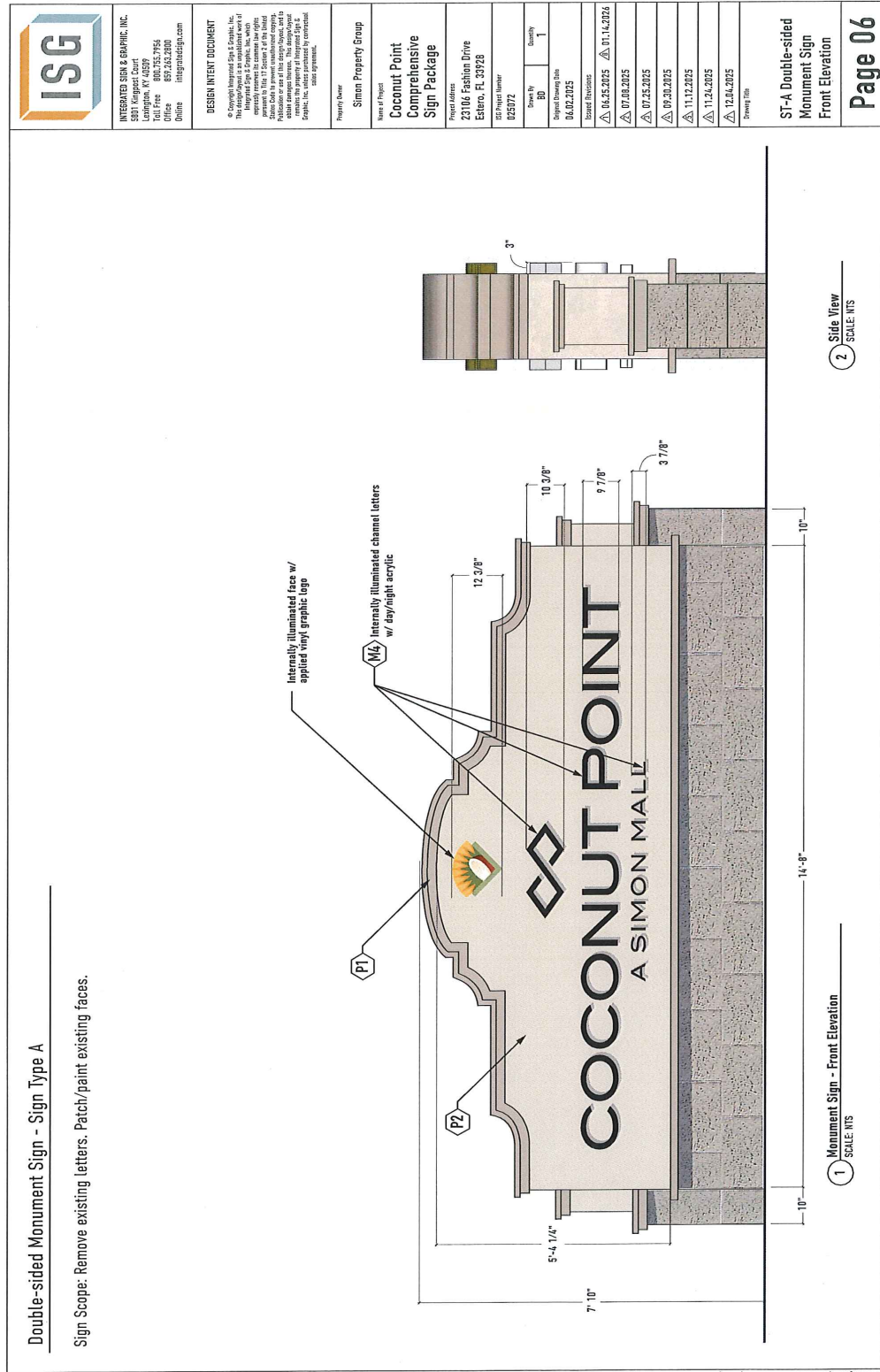
Original Drawing Date
04.02.2025

Revised Drawings
04.25.2025
07.08.2025
07.25.2025
09.30.2025
11.12.2025
11.24.2025
12.04.2025

Drawing Title
ST-A Double-sided
Monument Day &
Night Renderings

Page 05

Planning Zoning And Design Board Meeting - PACKET - (Page 62 of 153) Page 7 of 25 General Attachment: 1. Cocon ... PIM Request Application.pdf (Page 7 of 25)



1 Existing Pylon Sign
SCALE: NTS

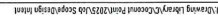


2 Pylon Sign Refresh - Day Rendering
SCALE: NTS



2 Pylon Sign Refresh - Night Rendering
SCALE: NTS

[illegible]



ISG

INTEGRATED SIGN & GRAPHIC, INC.
1500 West 15th Avenue, Suite 100
Lakewood, CO 80202
Tel: 303.440.7966
Office: 855.262.2000
Online: integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
This design/brand is a registered trademark of Integrated Sign & Graphic, Inc. and is the property of Integrated Sign & Graphic, Inc. All rights reserved. No part of this document may be reproduced or transmitted in any form or by any means electronic or mechanical, including photocopying, recording, or by any information storage or retrieval system, without the prior written permission of Integrated Sign & Graphic, Inc. and its subsidiary companies.

Property Owner

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23104 Fashion Drive
Estero, FL 33928

ISS Project Number

025972

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Revised Dates

06.25.2025 01.14.2026
07.09.2025
07.25.2025
07.30.2025
11.12.2025
11.24.2025
12.04.2025

Drawing Title

ST-C
Main Entrance
Tower Elevations
Day Rendering

Page 09

1

Existing Entrance Tower Signs

SCALE: NTS

2

Main Entrance Tower Signs - Day Rendering

SCALE: NTS

Sign Scope: Remove existing letters and logo on all 4 sides of large tower.
Patch/paint wall surfaces. Install new letters/logos.
Remove existing shell logo on 3 sides of small tower.
Patch/paint wall surfaces. Install new shell logo.

NOTE to SIMON TEAM: No color change on towers until the city approves colors,
so any paint work here would be matching existing colors.

1

Existing Entrance Tower Signs

SCALE: NTS

2

Main Entrance Tower Signs - Day Rendering

SCALE: NTS

Planning Zoning And Design Board Meeting - PACKET - (Page 66 of 153) Page 11 of 25General Attachment: 1. Cocon ... PIM Request Application.pdf (Page 11 of 25)

ISG

INTEGRATED SIGN & GRAPHIC, INC.
10000 W. BAYVIEW BLVD.
SUITE 100
LARGO, FL 33024
Tel: 813.255.7956
Office: 813.255.7956
Online: www.integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
This design is a registered trademark of Integrated Sign & Graphic, Inc. and is the property of Integrated Sign & Graphic, Inc. All rights reserved. No part of this design may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Integrated Sign & Graphic, Inc. This design is the property of Integrated Sign & Graphic, Inc. and is the property of Integrated Sign & Graphic, Inc. All rights reserved.

Property Name

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23106 Fashion Drive
Estero, FL 33928

ISS Project Number

025972

Design By

ISG

Quantity

1

Original Drawing Date

06.02.2025

Revised Dates

09.25.2025 01.14.2026
07.03.2025
07.25.2025
07.30.2025
11.12.2025
11.24.2025
12.04.2025

ST-C

Main Entrance
Tower Elevations
Night Rendering

Page 10

1

Existing Entrance Tower Signs

SCALE: NTS

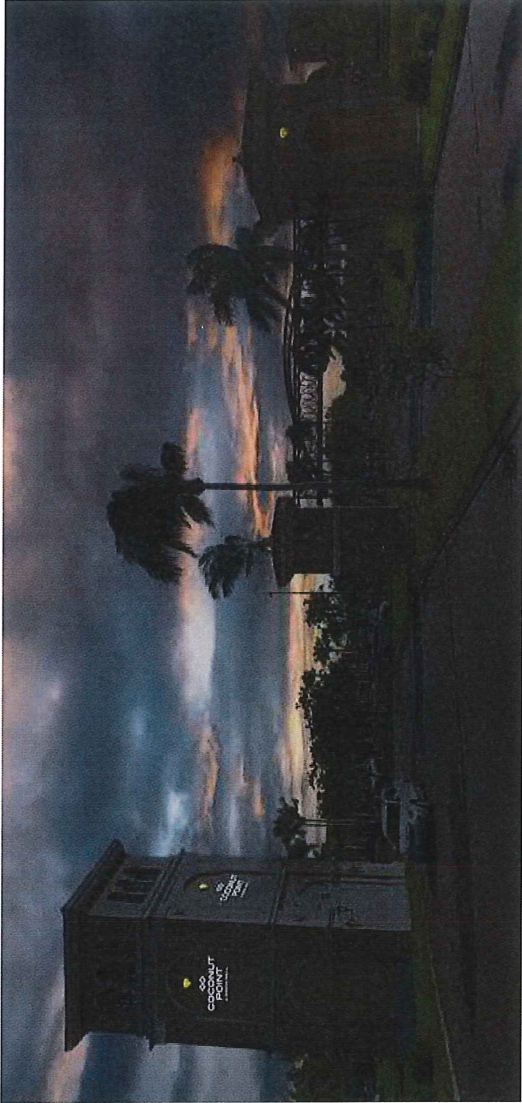
01



2

Main Entrance Tower Signs - Night Rendering

SCALE: NTS



Planning Zoning And Design Board Meeting - PACKET - (Page 67 of 153) Page 12 of 25General Attachment: 1. Cocon ... PIM Request Application.pdf (Page 12 of 25)

ISG

INTEGRATED SIGN & GRAPHIC, INC.
 1000 West 10th Avenue
 Suite 100
 Lakewood, CO 80401
 Tel: 303.755.7956
 Office: 303.755.7956
 Email: info@isginc.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
 This design is an original work of art. It is the property of Integrated Sign & Graphic, Inc. and is not to be reproduced, copied, or used in any way without the written permission of Integrated Sign & Graphic, Inc. All rights reserved.

Coconut Point Comprehensive Sign Package

Project Address: 23104 Fashion Drive, Estero, FL 33928

ISS: Project Number: 025972

Quantity: 1

Original Drawing Date: 04.02.2025

Revised Elevations:

- 04.25.2025 01.14.2026
- 07.08.2025
- 07.25.2025
- 07.30.2025
- 11.12.2025
- 11.24.2025
- 12.04.2025

Drawing Title: ST-C Main Entrance Tower Elevations

Main Entrance Tower Signs - Sign Type C

Sign Scope: Remove existing letters and logo. Patch/paint wall surface. Install new letters/logo.

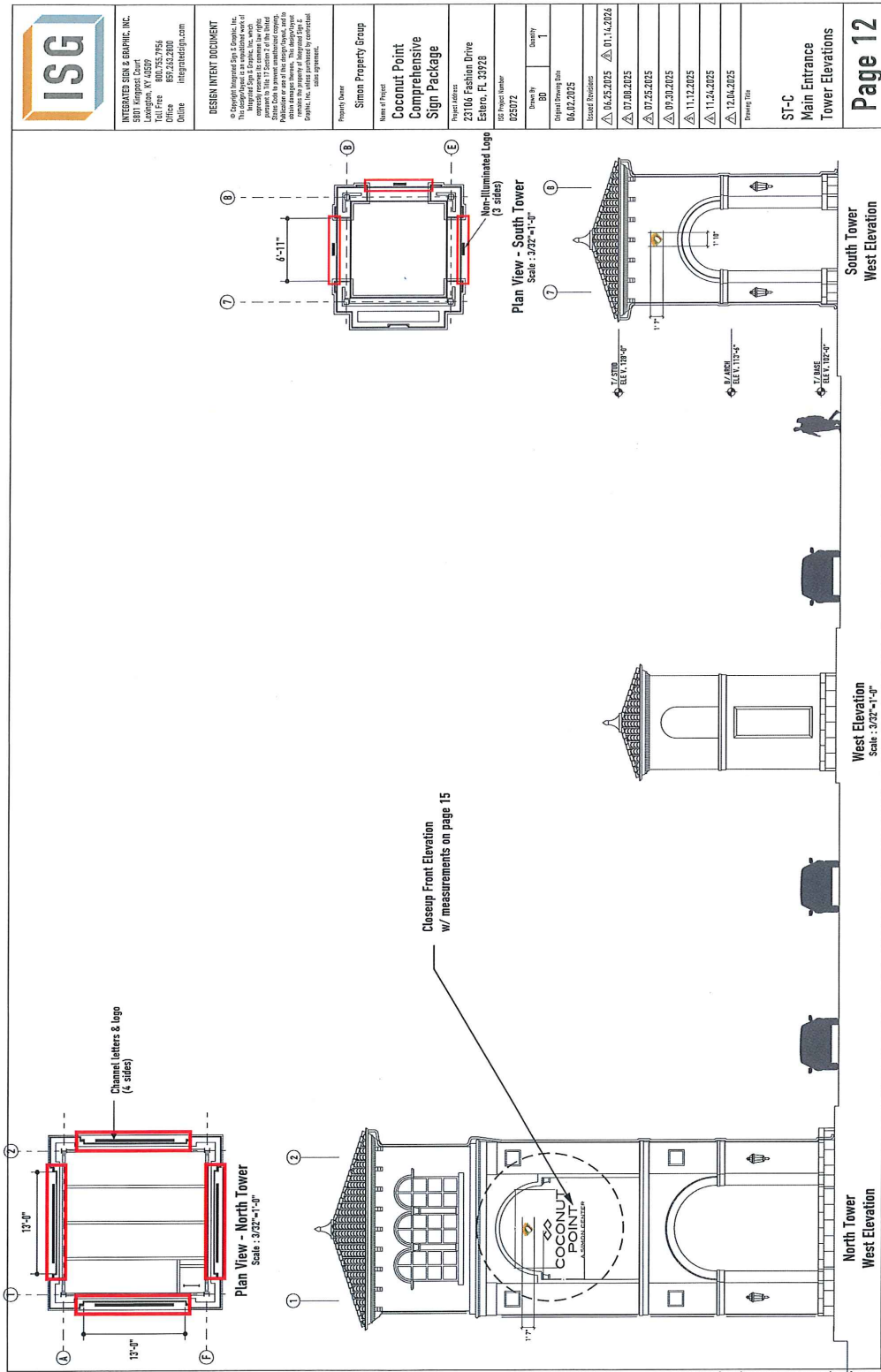
Closeup Front Elevation w/ measurements on page 15

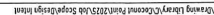
Elevation "A" - North Elevation
Scale: 3/32"=1'-0"

Elevation "B" - South Elevation
Scale: 3/32"=1'-0"

Elevation "C" - East Elevation
Scale: 3/32"=1'-0"

Elevation "D" - West Elevation
Scale: 3/32"=1'-0"







1 Existing Wayfinding Sign
SCALE: NTS



2 Wayfinding Sign Refresh - Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7956
Office 859.243.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated SpA & Graphic, Inc. This design/layout is an unpublished work of Integrated SpA & Graphic, Inc. which expressly reserves its common law rights pursuant to Title 17 Section 2 of the United States Code to prevent unauthorized copying. Publication or use of this design/layout, and/or contain elements thereof, this design/layout remains the property of Integrated SpA & Graphic, Inc. unless purchased by contractual sales agreement.

Property Owner

Simon Property Group

**Coconut Point
Comprehensive
Sign Package**

Project Address

23106 Fashion Drive
Estero, FL 33928

025072
ISG Project Number

Drawn By BD	Quantity 1
----------------	---------------

Original Drawing Date
06.02.2025

Issued Regularly

1	06.25.2025	01.14.202
2	07.08.2025	

07.25.2025

Δ 09.30.2025	
Δ 11.10.2025	

△ 11.17.2025

△ 11.24.2025

12.04.2025

1991 February

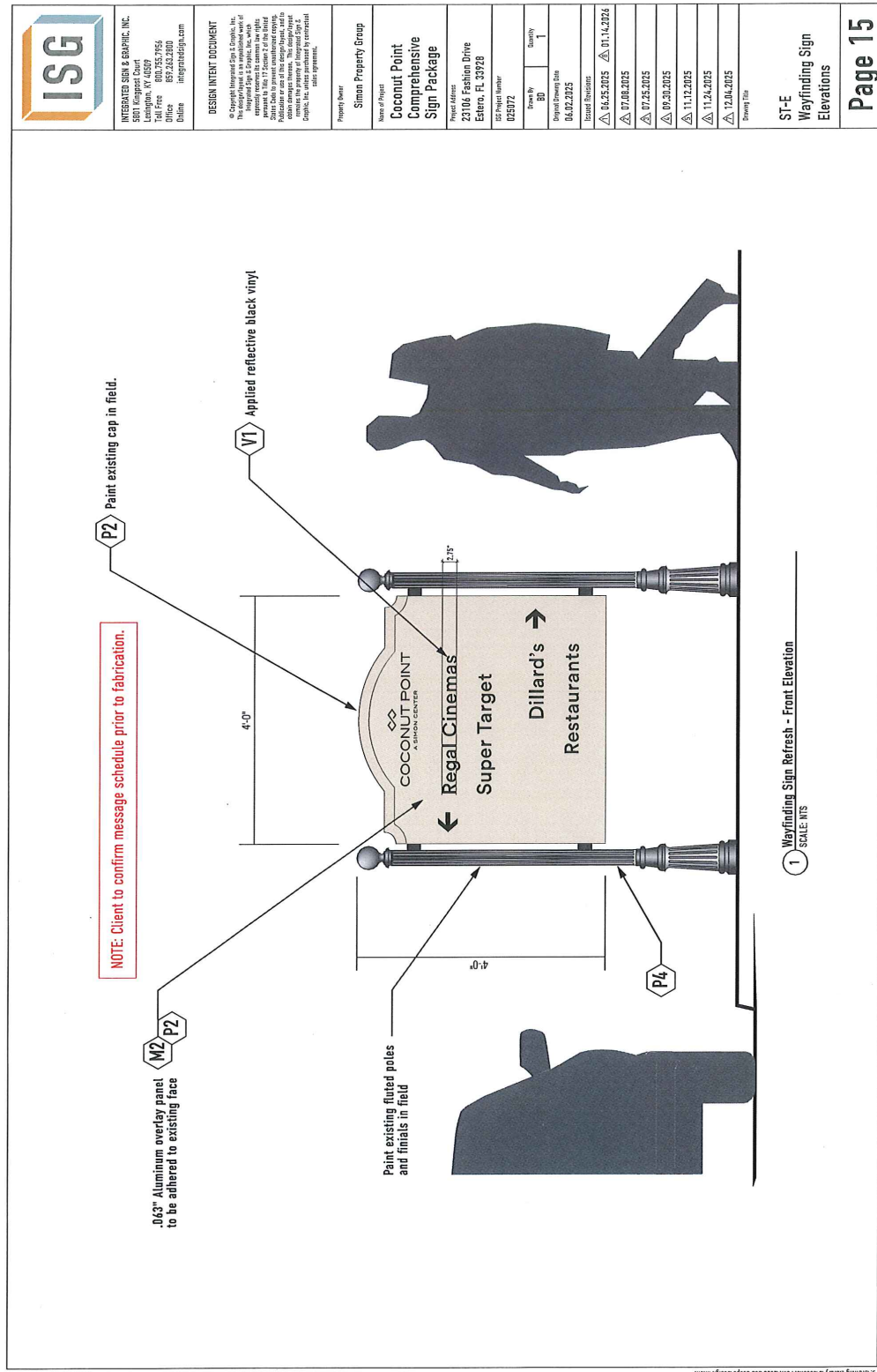
ST-E

Wayfinding sign
Rendering

Date 1/

Page 17

1000



INTEGRATED SIGN & GRAPHIC, INC.
1801 Airport Center
Suite 100
Tampa, FL 33607
Tel: 813.255.7956
Office: 813.255.2000
Online: integratedsign.com

DESIGN INTENT DOCUMENT
© Copyright Integrated Sign & Graphic, Inc.
This design is a registered work of
Integrated Sign & Graphic, Inc. and is
intended for use by the client only.
No part of this design may be
reproduced or used in any form
without the written permission of
Integrated Sign & Graphic, Inc.
All rights reserved.

Property Owner
Siman Property Group
Name of Project
Coconut Point
Comprehensive
Sign Package
Project Address
23106 Fashion Drive
Estero, FL 33928
ISG Project Number
025372

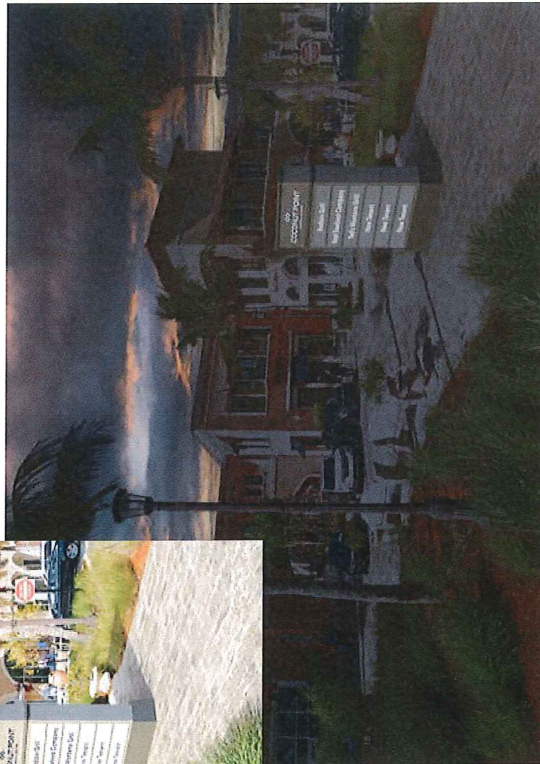
Drawn By
ED
Quantity
1
Project Drawing Date
04.02.2025

Revised Elevations
△ 04.25.2025 △ 01.14.2026
△ 07.08.2025
△ 07.25.2025
△ 09.30.2025
△ 11.12.2025
△ 11.24.2025
△ 12.04.2025

ST-E
Wayfinding Sign
Elevations
Page 15

[illegible]

CALE: NTS



CALE: NTS



Street Signs - Sign Type G

1

Existing Street Sign

SCALE: NTS

2

Street Sign Refresh - Rendering

SCALE: NTS

ISG

INTEGRATED SIGN & GRAPHIC, INC.

2000 West 10th Avenue

Levittown, NY 14509

Toll Free 800.755.7956

Office 857.262.2800

info@integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.

This design document is an intellectual work of art and is the property of Integrated Sign & Graphic, Inc. It is to be used for the project and site only. No part of this document may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Integrated Sign & Graphic, Inc. All rights reserved.

Property Owner

Simon Property Group

Name of Project

Coconut Point Comprehensive Sign Package

Project Address

23104 Fashion Drive
Estero, FL 33928

ISG Project Number

025372

Drawn by

BD

Checked by

1

Original Drawing Date

04.02.2025

Revised Dates

04.25.2025 01.14.2026

07.08.2025

07.25.2025

09.30.2025

11.12.2025

11.24.2025

12.04.2025

Drawing Title

ST-G
Street Sign
Rendering

Page 19

1

Existing Street Sign

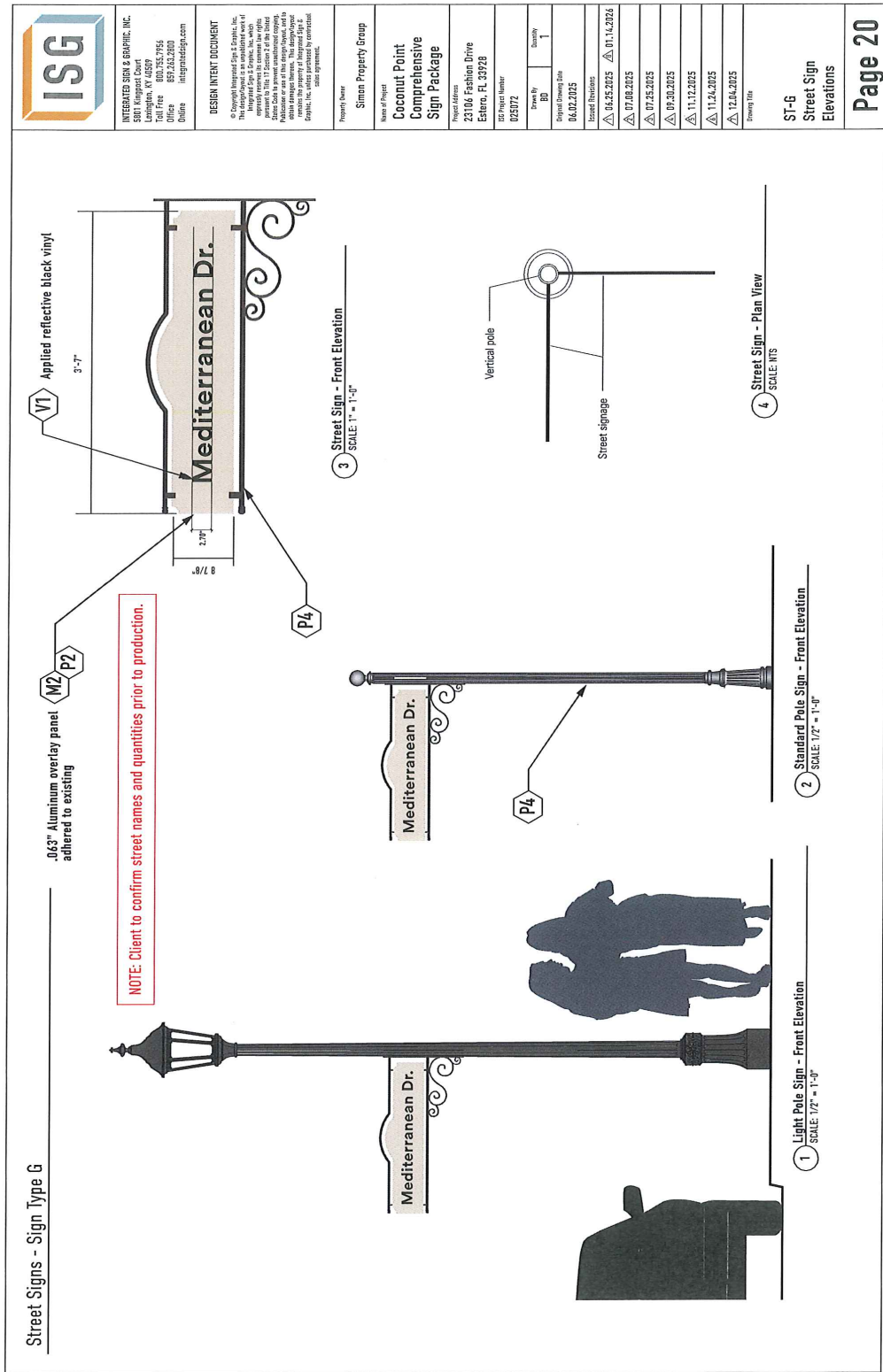
SCALE: NTS

2

Street Sign Refresh - Rendering

SCALE: NTS

Planning Zoning And Design Board Meeting - PACKET - (Page 76 of 153) Page 21 of 25General Attachment: 1. Cocon ... PIM Request Application.pdf (Page 21 of 25)



Street Signs - Sign Type G

NOTE: Client to confirm street names and quantities prior to production.

Mediterranean Dr.

Quantity 7

Fashion Dr.

Quantity 5

Village Shops Way

Quantity 5

Via Venezia St.

Quantity 2

Amgci Way

Quantity 1

Via Villaggio

Quantity 7

Palma De Coco Dr.

Quantity 1

Via Monte Carlo Way

Quantity 2

Shopkeepers Way

Quantity 1

Plaza Del Lago Dr.

Quantity 5

Via Sardinia St.

Quantity 4

Cinema Way

Quantity 2

ISG

INTEGRATED SIGN & GRAPHIC, INC.
1000 West 10th Avenue
Lehigh, NY 12049
Tel: 800.755.7956
Office 857.263.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT
© Copyright Integrated Sign & Graphic, Inc.
This design is an intellectual work of
art and is the property of Integrated Sign
& Graphic, Inc. It is to be used only for the
project and location specified. No part of
this design may be reproduced without
written permission from Integrated Sign
& Graphic, Inc. All rights reserved.

Property Owner
Simon Property Group

Name of Project
Coconut Point
Comprehensive
Sign Package

Project Address
23104 Fashion Drive
Estero, FL 33928

ISG Project Number
025772

Drawn By
BD

Quantity
1

Original Drawing Date
04.02.2025

Revised Schedule
04.25.2025 01.14.2026
07.08.2025
07.25.2025
07.30.2025
11.12.2025
11.24.2025
12.04.2025

Original Date
04.02.2025

ST-6
Street Sign
Schedule

Page 21

Planning Zoning And Design Board Meeting - PACKET - (Page 78 of 153) Page 23 of 25General Attachment: 1. Cocon ... PIM Request Application.pdf (Page 23 of 25)

Drawing Library\Excerpt Print\2025\Job Scope\Design Intent

Scope: Remove existing letters. Patch/paint as needed.



2 Children's Play Area Dimensional Letters - Rendering



DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc. This design/symbol is an unpublished work of Integrated Sign & Graphic, Inc., which expressly reserves its common law rights pursuant to Title 17 Section 2 of the United States Code to prevent unauthorized copying. Publication or use of this design/symbol, or its obtain damages therefrom. This design/symbol remains the property of Integrated Sign & Graphic, Inc. unless purchased by contractual sales agreement.

Property Owner

Simon Property Group

**Coconut Point
Comprehensive
Sign Package**

Project Address

23106 Fashion Drive
Estero, FL 33928

ISG Project Number
025072

Drawn By	Quantity
80	1

Original Drawing Date
06.02.2025

Issued Revisions

1	06.25.2025	01.14.2025
2	07.08.2025	

07.25.2025

09.30.2025

11.24.2025

12.04.2025

ST-K

Children's Play Area

Dimensional Letters Rendering

Page 23

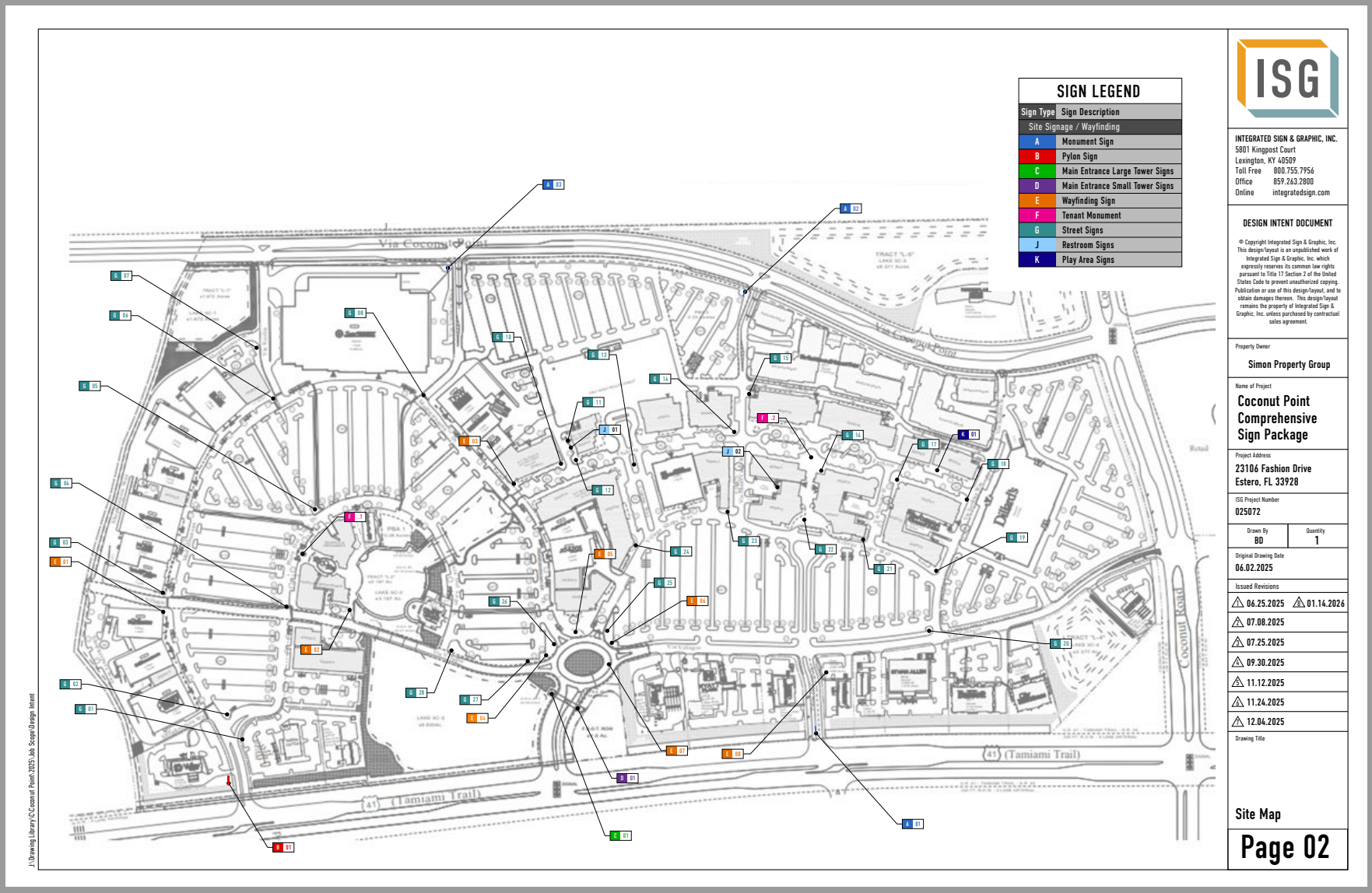
Page 23

1000000



Coconut Point - Site Signage Refresh

RSVD 01.14.2026



EXTERIOR SIGN SCHEDULE

NOTE: All quantities and locations depicted are not exact and will require site survey to verify specific locations and better determine site-lines and visibility angles. Sign fabricator to confirm all final sign messaging and locations with client or general contractor prior to fabrication. ISG to be notified of any changes.

SIGN ID	SIGN DESCRIPTION	QTY.	CITY CODE DEFINITION	ILLUMINATION	NOTES:
A	Monument Sign	3	Freestanding Ground Sign	Illuminated	
B	Pylon Sign	1	Freestanding Ground Sign	Illuminated	
C	Main Entrance Large Tower Signs	4	Building-Affixed Sign	Illuminated	Small tower needs all 4 sides w/ signs replaced and new signs installed
D	Main Entrance Small Tower Signs	3	Building-Affixed Sign	Illuminated	Small tower needs 3 sides w/ signs replaced and new signs installed
E	Wayfinding Sign	8	Freestanding Pole Sign	Non-Illuminated	
F	Tenant Monument	2	Freestanding Ground Sign	Illuminated	
G	Street Signs	28	Freestanding Pole Sign	Non-Illuminated	
J	Restroom Blade Sign	2	Building-Affixed Sign	Illuminated	
K	Play Area Sign	1	Building-Affixed Sign	Non-Illuminated	



INTEGRATED SIGN & GRAPHIC, INC.
 5801 Kingpost Court
 Lexington, KY 40509
 Toll Free 800.755.7956
 Office 859.263.2800
 Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc. This design/layout is an unpublished work of Integrated Sign & Graphic, Inc. which expressly reserves all common law rights pursuant to Title 17 Section 2 of the United States Code to prevent unauthorized copying, publication or use of this design/layout, and to obtain damages thereon. This design/layout remains the property of Integrated Sign & Graphic, Inc. unless purchased by contractual sales agreement.

Property Owner

Simon Property Group

Name of Project

**Coconut Point
Comprehensive
Sign Package**

Project Address

**23106 Fashion Drive
Estero, FL 33928**

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

△ 06.25.2025

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

△ 11.24.2025

△ 12.04.2025

Drawing Title

Site Map

Page 03

J:\Drawing Library\Coconut Point\2025 Job Scope\Design Intent

Paint

P1		SW7512 Pavilion Beige	P4		SW7048 Urbane Bronze
P2		SW6140 Moderate White	P5		Simon White
P3		Simon Black	P6		Paint to match PMS 5763

Material

M1		.125" Aluminum	M4		Day/Night Acrylic
M2		.063" Aluminum	M5		1/2" Clear Acrylic
M3		7328 White Acrylic	M5		3/16" White Translucent Acrylic

Vinyl

V1		3M Reflective Black	V5		PMS 157c
V2		Black Opaque Vinyl	V6		PMS 5763c
V3		PMS 5773c	V7		PMS 1355c
V4		PMS TBD	V8		PMS 872c

Logos

Simon Lockup



Simon Lockup
Tower Entrance Only



Non-illuminated logo will be a
digitally printed vinyl graphic



Font

Simon Circular Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890



INTEGRATED SIGN & GRAPHIC, INC.
 5801 Kingpost Court
 Lexington, KY 40509
 Toll Free 800.755.7954
 Office 859.363.2800
 Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
 This design/layout is an unpublished work of
 Integrated Sign & Graphic, Inc. which
 expressly reserves its common law rights
 pursuant to Title 17 Section 2 of the United
 States Code to prevent unauthorized copying,
 publication or use of this design/layout, and to
 obtain damages thereon. This design/layout
 remains the property of Integrated Sign &
 Graphic, Inc. unless purchased by contractual
 sales agreement.

Property Owner

Simon Property Group

Name of Project

**Coconut Point
Comprehensive
Sign Package**

Project Address

**23106 Fashion Drive
Estero, FL 33928**

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

△ 11.24.2025

△ 12.04.2025

Drawing Title

**Sign Material, Paint,
& Vinyl Information**

Page 04

Double-sided Monument Sign - Sign Type A



1 Existing Monument Sign
SCALE: NTS



2 Existing Monument Sign
SCALE: NTS



3 Existing Monument Sign
SCALE: NTS



4 ST-A Monument Sign Refresh - Day Rendering
SCALE: NTS



5 ST- A Monument Sign Refresh - Night Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.263.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT
© Copyright Integrated Sign & Graphic, Inc.
This design/layout is an unpublished work of
Integrated Sign & Graphic, Inc. which
expressly reserves its common law rights
pursuant to Title 17 Section 2 of the United
States Code to prevent unauthorized copying,
publication or use of this design/layout, and to
obtain damages thereon. This design/layout
remains the property of Integrated Sign &
Graphic, Inc. unless purchased by contractual
sales agreement.

Property Owner
Simon Property Group

Name of Project
Coconut Point
Comprehensive
Sign Package

Project Address
23106 Fashion Drive
Estero, FL 33928

ISG Project Number
025072

Drawn By
BD

Quantity
1

Original Drawing Date
06.02.2025

Issued Revisions
△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

△ 11.24.2025

△ 12.04.2025

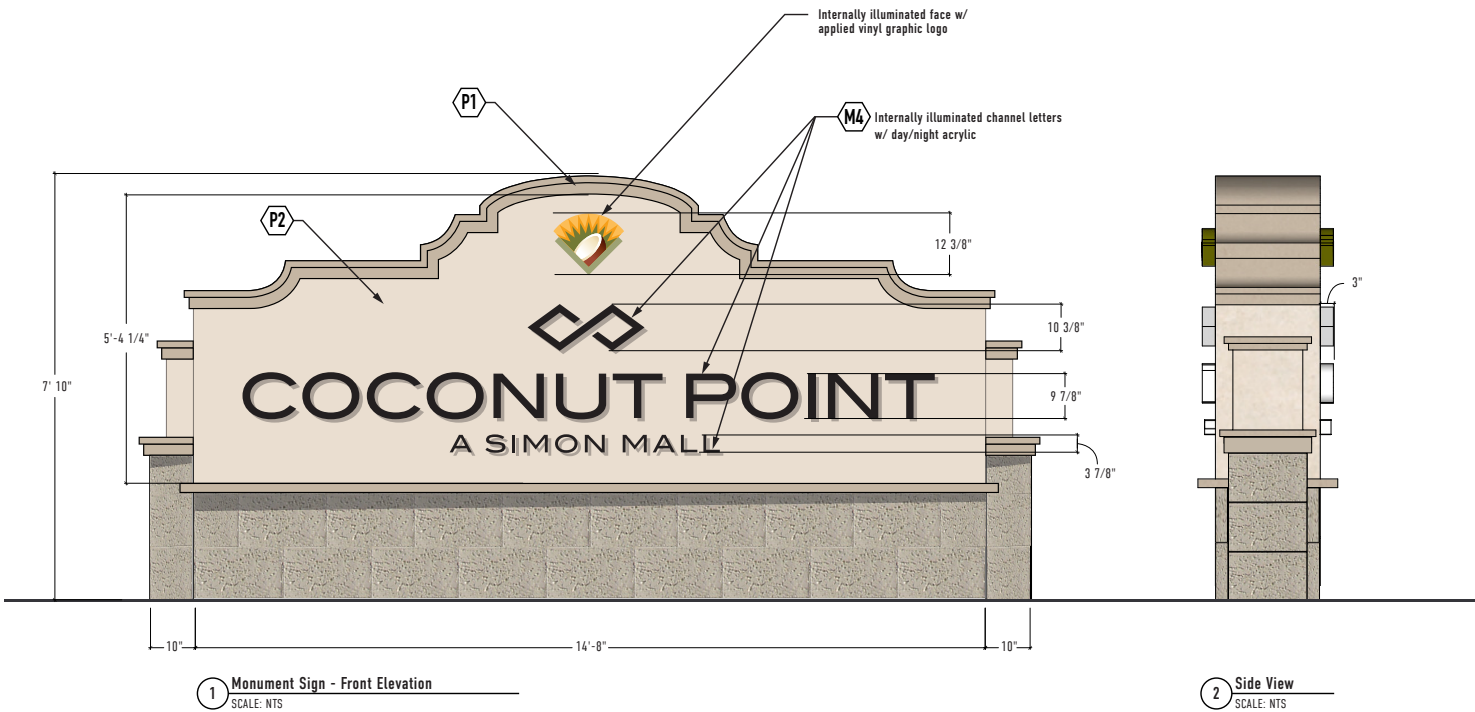
Drawing Title

ST-A Double-sided
Monument Day &
Night Renderings
Page 05

J:\Planning Library\Coconut Point\2025 Job Scope\Design Intent

Double-sided Monument Sign - Sign Type A

Sign Scope: Remove existing letters. Patch/paint existing faces.



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.363.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
This design/layout is an unpublished work of
Integrated Sign & Graphic, Inc. which
expressly reserves its common law rights
pursuant to Title 17 Section 2 of the United
States Code to prevent unauthorized copying,
publication or use of this design/layout, and to
obtain damages thereon. This design/layout
remains the property of Integrated Sign &
Graphic, Inc. unless purchased by contractual
sales agreement.

Property Owner
Simon Property Group

Name of Project
Coconut Point
Comprehensive
Sign Package

Project Address
23106 Fashion Drive
Estero, FL 33928

ISG Project Number
025072

Drawn By
BD

Quantity
1

Original Drawing Date
06.02.2025

Issued Revisions

△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

△ 11.24.2025

△ 12.04.2025

Drawing Title

ST-A Double-sided
Monument Sign
Front Elevation

Page 06

Double-sided Pylon Sign - Sign Type B



1 Existing Pylon Sign
SCALE: NTS

B 01



2 Pylon Sign Refresh - Day Rendering
SCALE: NTS



2 Pylon Sign Refresh - Night Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.263.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
This design/layout is an unpublished work of
Integrated Sign & Graphic, Inc. which
expressly reserves its common law rights
pursuant to Title 17 Section 2 of the United
States Code to prevent unauthorized copying,
publication or use of this design/layout, and to
obtain damages thereon. This design/layout
remains the property of Integrated Sign &
Graphic, Inc. unless purchased by contractual
sales agreement.

Property Owner

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23106 Fashion Drive
Estero, FL 33928

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

△ 11.24.2025

△ 12.04.2025

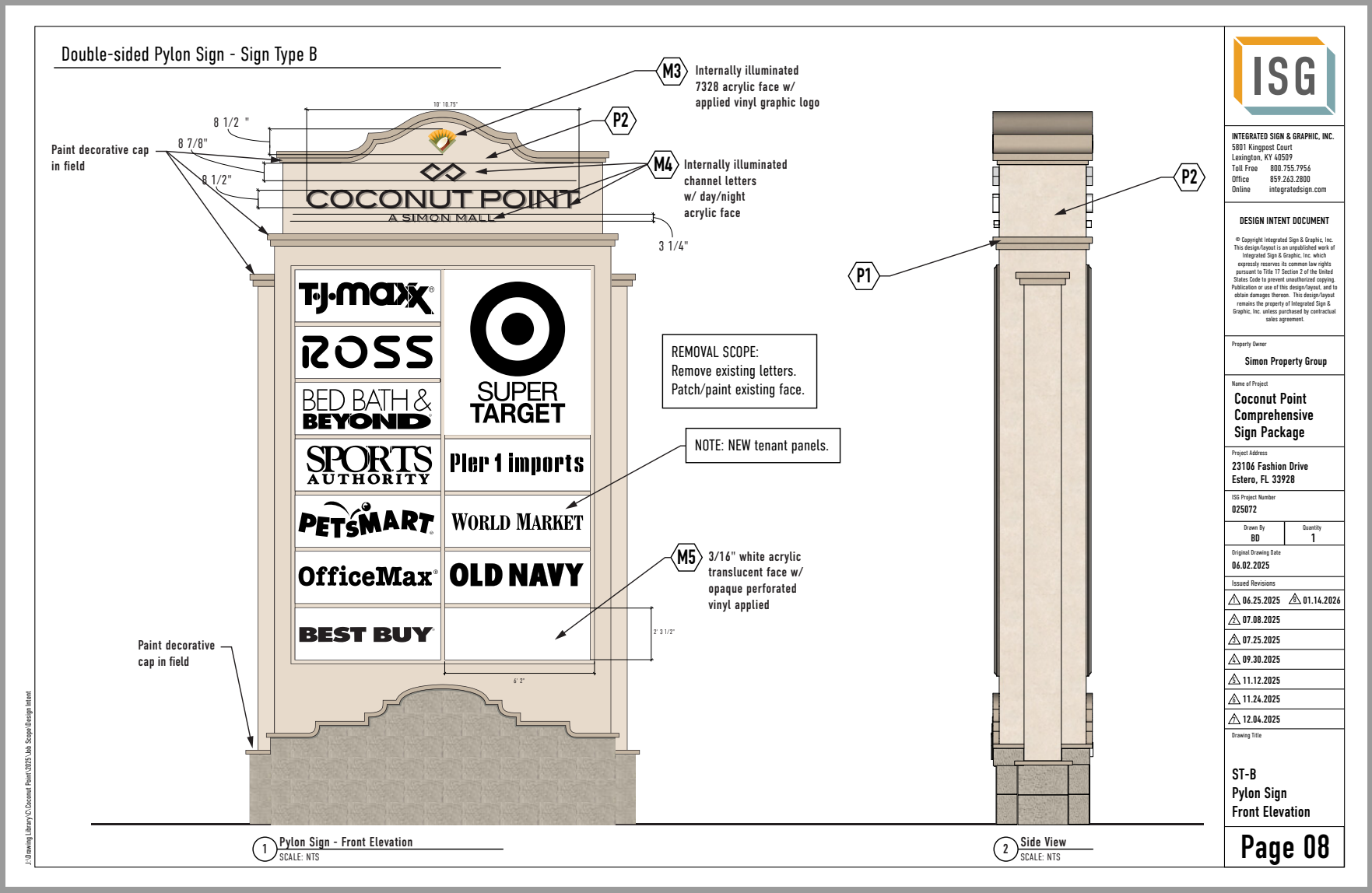
Drawing Title

ST-B

Pylon Sign Day &

Night Renderings

Page 07



Main Entrance Tower Signs - Sign Type C



Sign Scope: Remove existing letters and logo on all 4 sides of large tower.
Patch/paint wall surfaces. Install new letters/logos.
Remove existing shell logo on 3 sides of small tower.
Patch/paint wall surfaces. Install new shell logo.

NOTE to SIMON TEAM: No color change on towers until the city approves colors,
so any paint work here would be matching existing colors.

1 Existing Entrance Tower Signs
SCALE: NTS

C 01



2 Main Entrance Tower Signs - Day Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.243.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
This design/layout is an unpublished work of
Integrated Sign & Graphic, Inc. which
expressly reserves its common law rights
pursuant to Title 17 Section 2 of the United
States Code to prevent unauthorized copying,
publication or use of this design/layout, and to
obtain damages thereon. This design/layout
remains the property of Integrated Sign &
Graphic, Inc. unless purchased by contractual
sales agreement.

Property Owner

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23106 Fashion Drive
Estero, FL 33928

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

△ 11.24.2025

△ 12.04.2025

Drawing Title

ST-C
Main Entrance
Tower Elevations
Day Rendering

Page 09

Main Entrance Tower Signs - Sign Type C



1 Existing Entrance Tower Signs
SCALE: NTS

C 01



2 Main Entrance Tower Signs - Night Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.243.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
This design/layout is an unpublished work of
Integrated Sign & Graphic, Inc. which
expressly reserves its common law rights
pursuant to Title 17 Section 2 of the United
States Code to prevent unauthorized copying,
publication or use of this design/layout, and to
obtain damages thereon. This design/layout
remains the property of Integrated Sign &
Graphic, Inc. unless purchased by contractual
sales agreement.

Property Owner

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23106 Fashion Drive
Estero, FL 33928

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

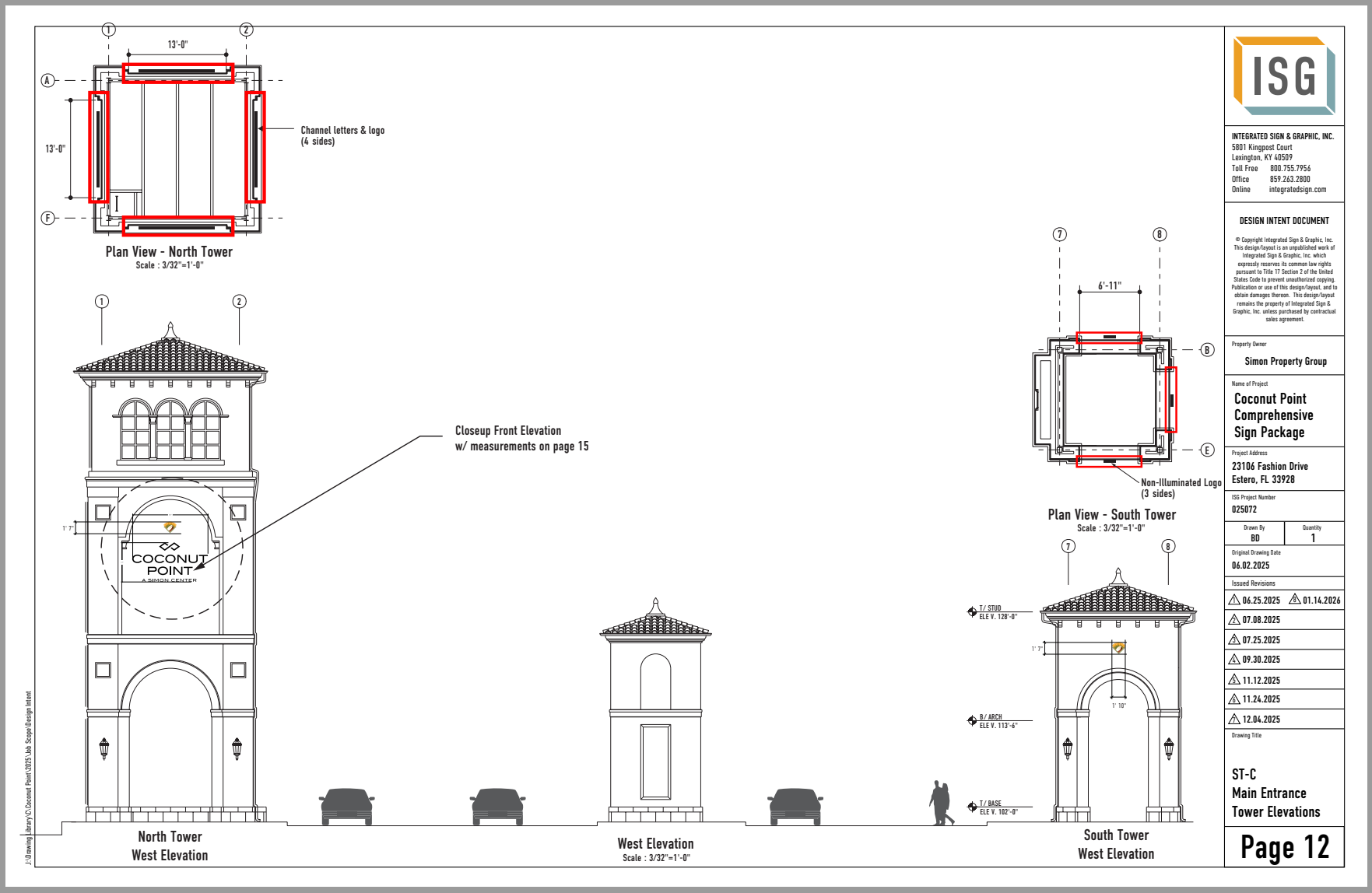
△ 11.24.2025

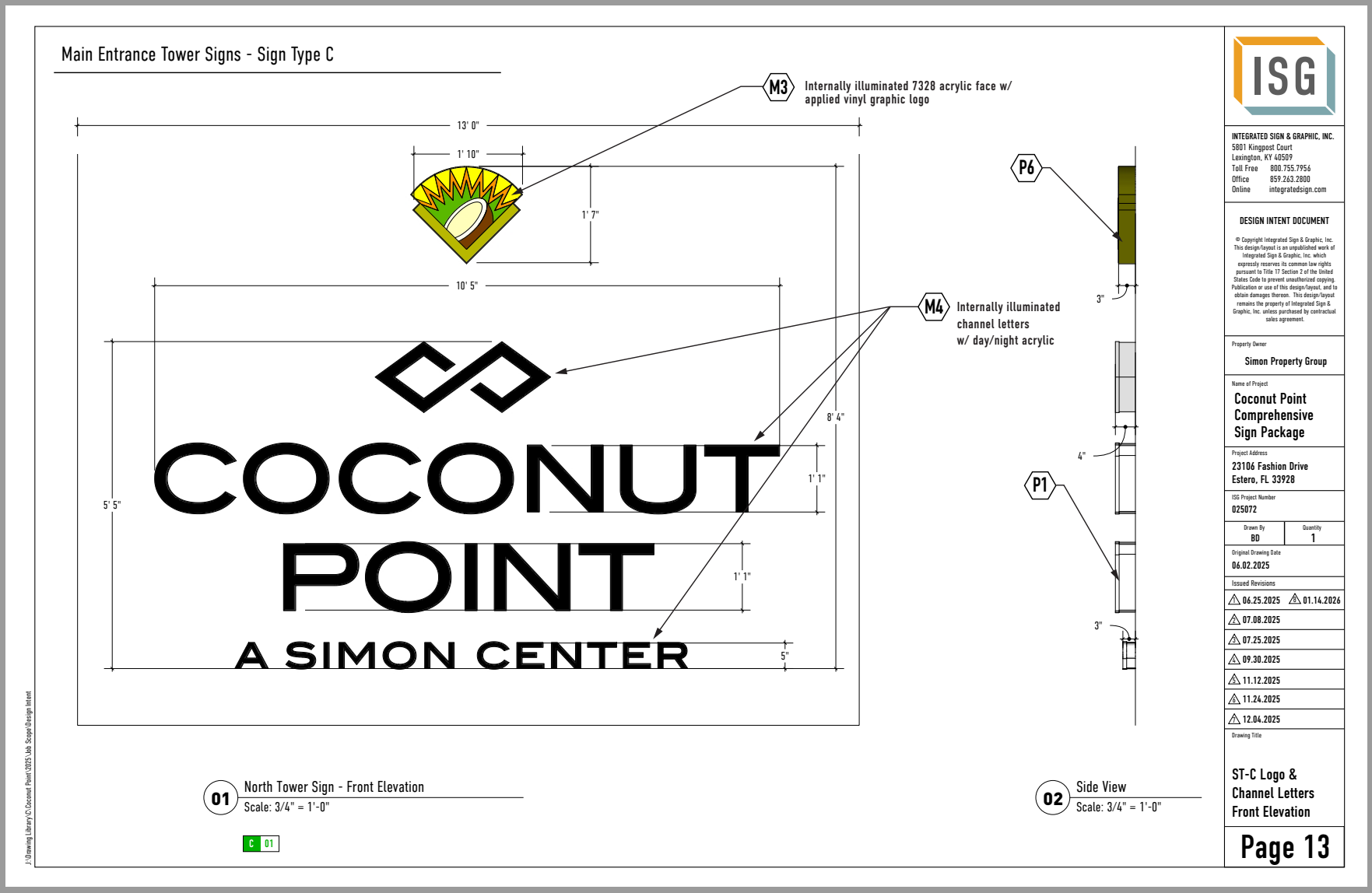
△ 12.04.2025

Drawing Title

ST-C
Main Entrance
Tower Elevations
Night Rendering

Page 10





Wayfinding Sign - Sign Type E



1 Existing Wayfinding Sign
SCALE: NTS

C 01



2 Wayfinding Sign Refresh - Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.243.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
This design/layout is an unpublished work of
Integrated Sign & Graphic, Inc. which
expressly reserves its common law rights
pursuant to Title 17 Section 2 of the United
States Code to prevent unauthorized copying,
publication or use of this design/layout, and to
obtain damages thereon. This design/layout
remains the property of Integrated Sign &
Graphic, Inc. unless purchased by contractual
sales agreement.

Property Owner

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23106 Fashion Drive
Estero, FL 33928

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

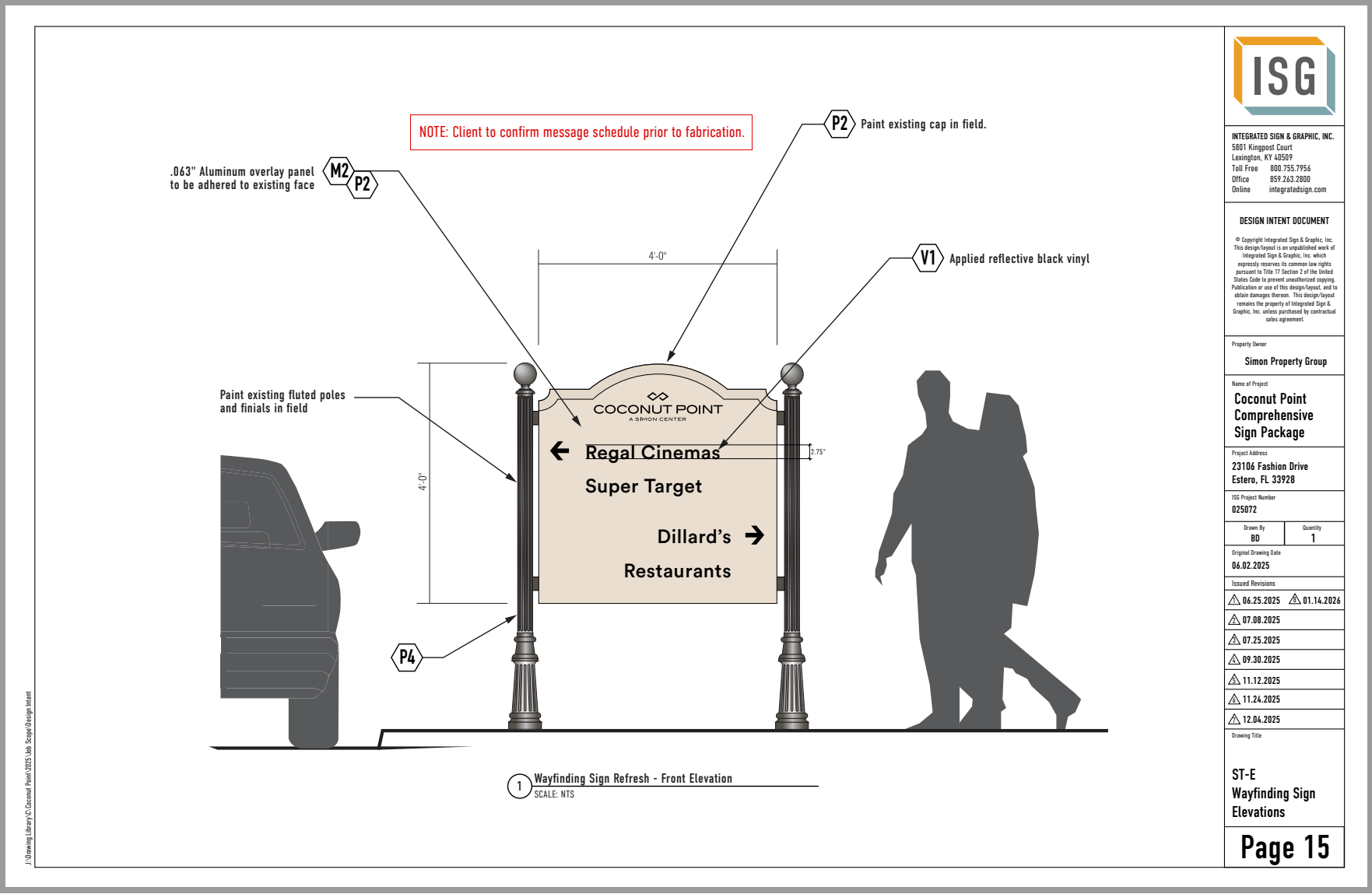
△ 11.24.2025

△ 12.04.2025

Drawing Title

ST-E
Wayfinding Sign
Rendering

Page 14



Tenant Monument - Sign Type F



1 Tenant Monument Sign Concept - Day Rendering
SCALE: NTS

F .1



2 Tenant Monument Sign Concept - Night Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.243.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc. This design/layout is an unpublished work of Integrated Sign & Graphic, Inc. which expressly reserves its common law rights pursuant to Title 17 Section 2 of the United States Code to prevent unauthorized copying, publication or use of this design/layout, and to obtain damages thereon. This design/layout remains the property of Integrated Sign & Graphic, Inc. unless purchased by contractual sales agreement.

Property Owner

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23106 Fashion Drive
Estero, FL 33928

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

△ 11.24.2025

△ 12.04.2025

Drawing Title

ST-F.1
Tenant Monument
Renderings

Page 16

Tenant Monument - Sign Type F



1 Tenant Monument Sign Concept - Day Rendering
SCALE: NTS

F .2



2 Tenant Monument Sign Concept - Night Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.243.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc.
This design/layout is an unpublished work of
Integrated Sign & Graphic, Inc. which
expressly reserves its common law rights
pursuant to Title 17 Section 2 of the United
States Code to prevent unauthorized copying,
publication or use of this design/layout, and to
obtain damages thereon. This design/layout
remains the property of Integrated Sign &
Graphic, Inc. unless purchased by contractual
sales agreement.

Property Owner

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23106 Fashion Drive
Estero, FL 33928

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

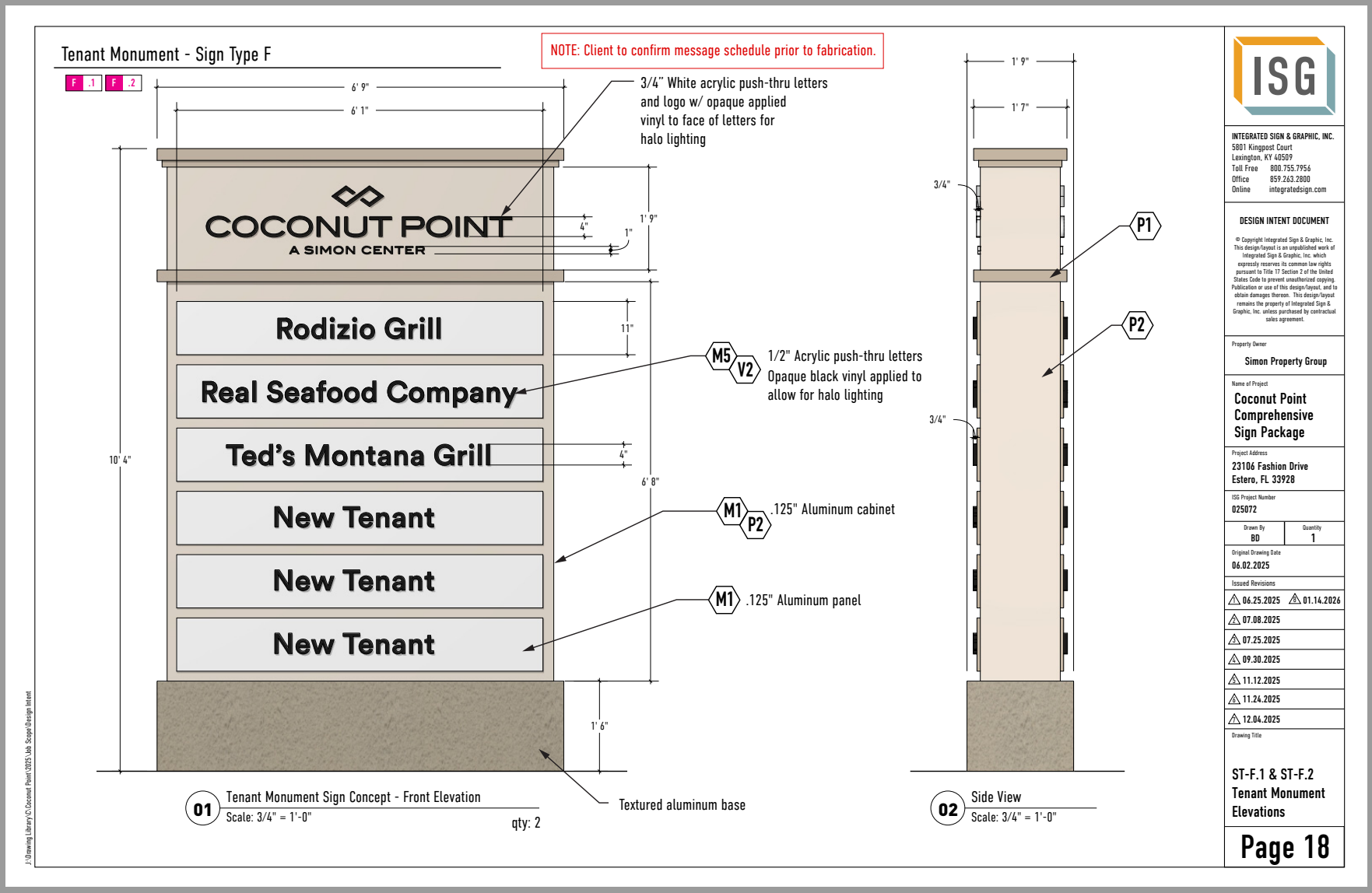
△ 11.24.2025

△ 12.04.2025

Drawing Title

ST-F.2
Tenant Monument
Renderings

Page 17



Street Signs - Sign Type G



1 Existing Street Sign
SCALE: NTS



2 Street Sign Refresh - Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.343.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc. This design/layout is an unpublished work of Integrated Sign & Graphic, Inc. which expressly reserves its common law rights pursuant to Title 17 Section 2 of the United States Code to prevent unauthorized copying, publication or use of this design/layout, and to obtain damages thereon. This design/layout remains the property of Integrated Sign & Graphic, Inc. unless purchased by contractual sales agreement.

Property Owner

Simon Property Group

Name of Project

Coconut Point
Comprehensive
Sign Package

Project Address

23106 Fashion Drive
Estero, FL 33928

ISG Project Number

025072

Drawn By

BD

Quantity

1

Original Drawing Date

06.02.2025

Issued Revisions

Δ 06.25.2025 Δ 01.14.2026

Δ 07.08.2025

Δ 07.25.2025

Δ 09.30.2025

Δ 11.12.2025

Δ 11.24.2025

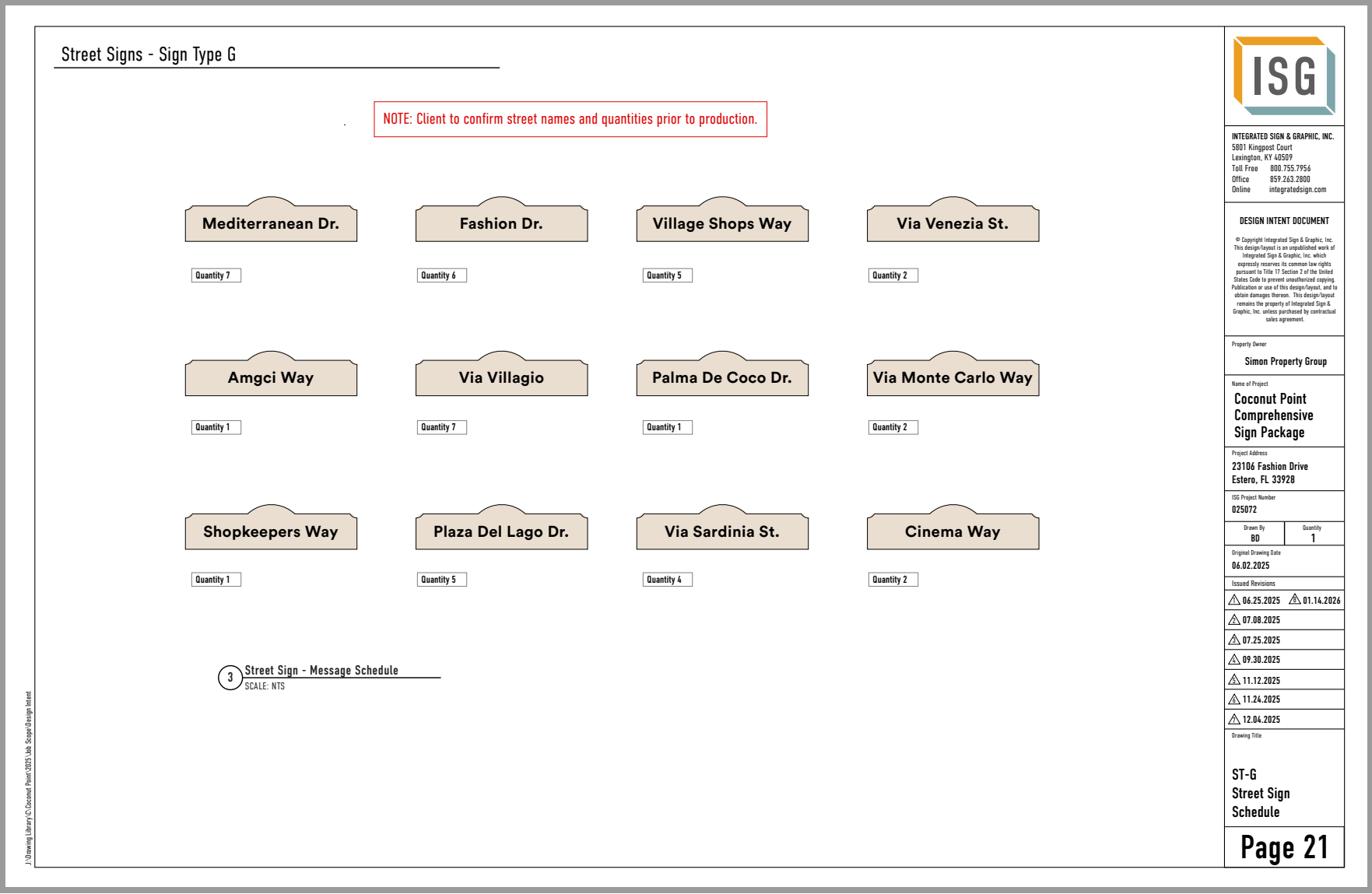
Δ 12.04.2025

Drawing Title

ST-G
Street Sign
Rendering

Page 19

	
INTEGRATED SIGNS & GRAPHIC, INC. 5801 Kingpost Court Lexington, KY 40509 Toll Free 800.755.7956 Office 859.283.2000 Online integratedsigns.com	
DESIGN INTENT DOCUMENT © Copyright Integrated Signs & Graphic, Inc. This design/layout is an unpublished work of Integrated Signs & Graphic, Inc. which expressly reserves to common law rights pursuant to Title 17 Section 2 of the United States Code to prevent unauthorized copying, publication or use of this design/layout, and to obtain damages thereon. This design layout remains the property of Integrated Signs & Graphic, Inc. unless purchased by contractual sales agreement.	
Property Owner Simon Property Group	
Name of Project Coconut Point Comprehensive Sign Package	
Project Address 23106 Fashion Drive Estero, FL 33928	
ISG Project Number 025072	
Drawn By BD	Quantity 1
Original Drawing Date 06.02.2025	
Issued Revisions △ 06.25.2025 △ 07.08.2025 △ 07.25.2025 △ 09.30.2025 △ 11.12.2025 △ 11.24.2025 △ 12.04.2025	
Drawing Title ST-G Street Sign Elevations	
Page 20	



J 01



DESIGN INTENT DOCUMENT

Property Owner

Simon Property Group

Name of Project

Coconut Point Comprehensive Sign Package

Project Address
23106 Fashion Drive
Estero, FL 33928

ISG Project Number
025072

Drawn By
BD

Original Drawing
06.02.2025

Issued Revisions

06.25.2025	01.14.2026
--	--

07.08.2025

3 07.25.2025

09.30.2025

11.12.2025

11.24.2025

12.04.2025

Drawing Title

ST-J
Restroom Blade Sign
Rendering

Children's Play Area Dimensional Letters - Sign Type K

Scope: Remove existing letters. Patch/paint as needed.



1 Existing Children's Play Area Sign
SCALE: NTS

K 01



2 Children's Play Area Dimensional Letters - Rendering
SCALE: NTS



INTEGRATED SIGN & GRAPHIC, INC.
5801 Kingpost Court
Lexington, KY 40509
Toll Free 800.755.7954
Office 859.343.2800
Online integratedsign.com

DESIGN INTENT DOCUMENT

© Copyright Integrated Sign & Graphic, Inc. This design/layout is an unpublished work of Integrated Sign & Graphic, Inc. which expressly reserves its common law rights pursuant to Title 17 Section 2 of the United States Code to prevent unauthorized copying, publication or use of this design/layout, and to obtain damages thereon. This design/layout remains the property of Integrated Sign & Graphic, Inc. unless purchased by contractual sales agreement.

Property Owner
Simon Property Group

Name of Project
Coconut Point
Comprehensive
Sign Package

Project Address
23106 Fashion Drive
Estero, FL 33928

ISG Project Number
025072

Drawn By
BD

Quantity
1

Original Drawing Date
06.02.2025

Issued Revisions
△ 06.25.2025 △ 01.14.2026

△ 07.08.2025

△ 07.25.2025

△ 09.30.2025

△ 11.12.2025

△ 11.24.2025

△ 12.04.2025

Drawing Title

ST-K
Children's Play Area
Dimensional Letters
Rendering

Page 23

 Village of ESTERO	Village of Estero Community Development Department 9401 Corkscrew Road Estero, FL 33928 Tel: (239) 221-5036 Fax: (239) 319-2235 www.estero-fl.gov
Repaint Permit Application	
All exterior painting of any commercial, institutional, or multifamily structures (single family exempt) must meet Section 5-706.D. of the Land Development Code, as follows: 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 facade. Complete the application and attach a full, current photo of the building and/or unit and a separate photo of adjacent buildings. Owner's Information: Name: <u>Wal-Mart Stores East LP</u> Address: <u>PO Box 8050 MS 0555, Bentonville, AR 72716</u> Phone: <u>(706) 495-7021</u> Email: <u>john.davis1@walmart.com</u> Applicant's Information: Name: <u>Cuhaci Peterson</u> Address: <u>2600 Maitland Center Pkwy, Suite 200, Maitland, FL 32751</u> Phone: <u>(407) 687-7313</u> Email: <u>beth.primrose@c-p.com</u> Property Information: Address: <u>19975 S Tamiami Trl, Estero, FL 33928</u> Parcel Number(s): <u>STRAP: 21-46-25-E4-01700.0010 / FOLIO ID: 10575050</u> Subdivision/Complex Name: _____ Contractor and License Number (if applicable): _____ If application is being submitted by any person other than the legal owner(s) of the property, the applicant must have written authorization from the owner to apply for this Commercial Structure Paint Permit. Attach written permission to the application. Base Color Name and Number: <u>SW 7506 Weatherlight White</u> <u>SW7702 Spiced Cider & SW 7503 Sticks & Stones & SW7716 Croissant</u> Trim Color Name and Number: <u>SW7005 Pure White</u> Trim Color Name and Number: _____ <u>MANUFACTURER'S PAINT CHIPS FOR EACH COLOR LISTED MUST BE SUBMITTED WITH THE APPLICATION.</u> The final decision for permit approval is made by the Planning, Zoning and Design Board. The permit application hearing will be scheduled by staff. There is no fee for the permit. Signature: <u>[Signature]</u> Date: <u>1/21/26</u> Print Name: <u>John Davis</u>	





**PROPERTY OWNER
AUTHORIZATION AFFIDAVIT**

Owner Information:

Company Name: Wal-Mart Stores East LP
 Contact Name: John Davis
 Street Address: PO Box 8050 MS 0555
 City/State/ZIP: Bentonville, AR 72716
 Phone No.: (706) 495-7021 Email: john.davis1@walmart.com

Applicant Information:

Company Name: Cuhaci Peterson
 Contact Name: Beth Primrose
 Street Address: 2600 Maitland Center Pkwy, Suite 200
 City/State/ZIP: Maitland, FL 32751
 Phone No.: (407) 687-7313 Email: beth.primrose@c-p.com

Property/Site Information:

Project Name: Walmart Remodel & Expansion
 Site Address: 19975 S Tamiami Trl, Estero, FL 33928
 STRAP No(s): 21-46-25-E4-01700.0010

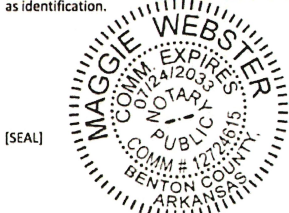
Notarization:

State of Florida
 County of Marion

I, John Davis (Owner) being duly sworn, declare that I am the Owner of the Property identified above and authorize the Applicant to apply to the Village of Estero for a(n) building permits (application type) for said property regarding Store 5347 Estero, FL (project name).

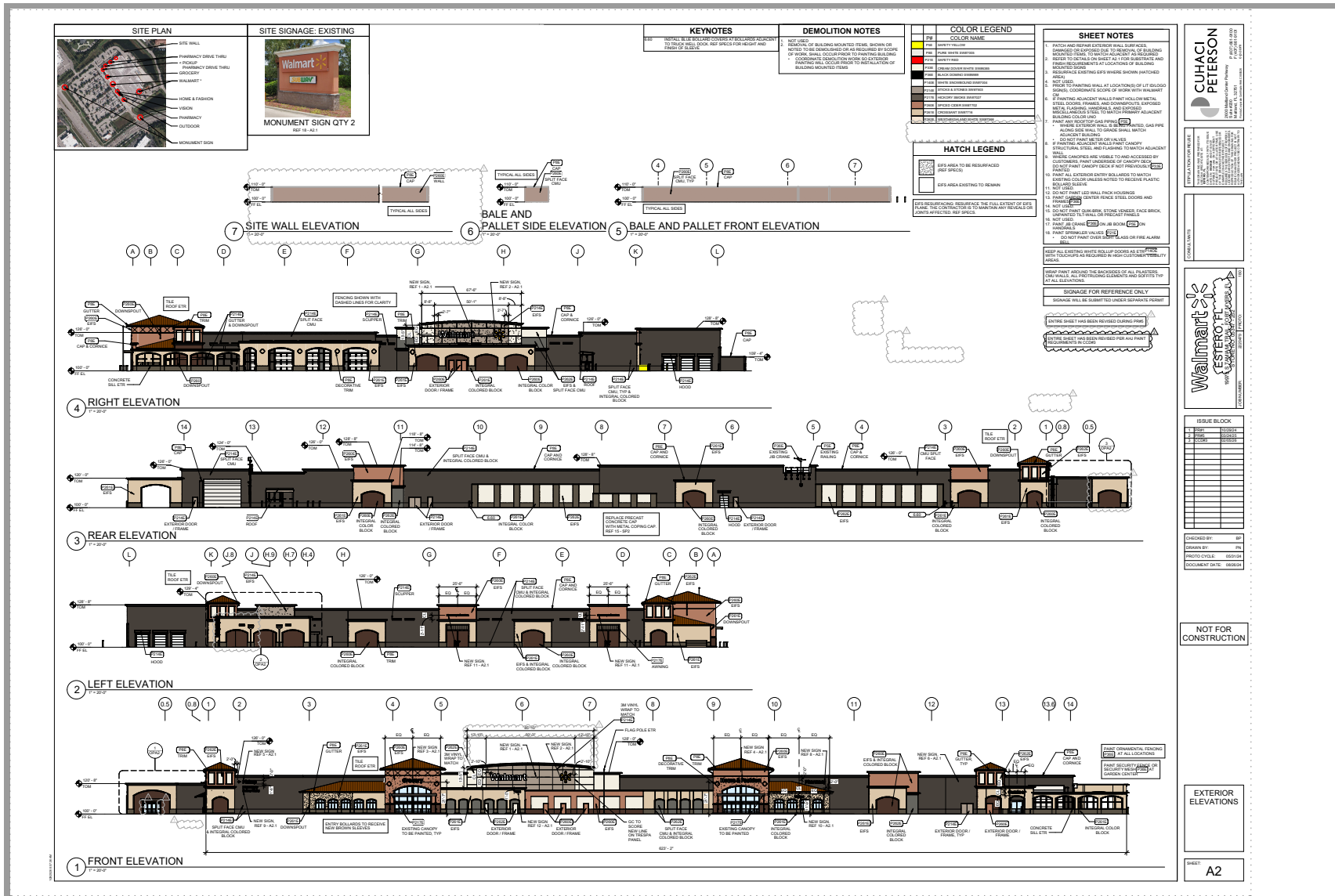
John Davis
 Property Owner Signature

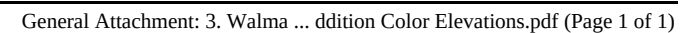
Sworn to (or affirmed) and subscribed before me by means of ☒ physical presence or ☐ online notarization, this 21st day of January, 2026, by John Davis (Owner) who is ☒ personally known or ☐ produced as identification.



Updated 7/11/2024

Maggie Webster
 Signature of Notary Public
Maggie Webster
 Print, Type or Stamp Commissioned Name of Notary Public





General Attachment: 4. Walma ... ument_Wayfinding Signs.pdf (Page 1 of 1)



UPDATE ON DEVELOPMENT PROJECTS

PLANNING ZONING & DESIGN BOARD

FEBRUARY 10, 2026

Agenda

- Projects Nearly Complete
- Projects Under Construction or Recently Approved
- Projects Stalled or not Proceeding
- Proposed Projects
- Signage
- Summary





PROJECTS NEARLY COMPLETE

Rivercreek

554 Single-Family Homes

GL Homes



- **400-Acre Site**
- **200-Acre Preserve Area**
- **\$750,000 Environmental mitigation payment to Village**
- **Downzoned from Lee County approval**

Estero Crossings

43 Acres located on Corkscrew Road west of I-75

Mixed Use Planned Development

- Stock Development
- 300 Multi-Family Residential
- 60,000 sq. ft. Commercial



Aerial view from Corkscrew Road looking south

- Outdoor Plazas and Paseo
- Walkable from Residential to Commercial



Development Projects Under Construction or Recently Approved

- | | |
|--|---|
| <ul style="list-style-type: none">• Via Coconut• Woodfield• Downtown Estero• West Bay• MarketPlace• Toll Brothers• Aldi's• Day Care• Pruitt Prof. Suites | <ul style="list-style-type: none">• Starbucks• Brooks Town Center Apts.• Goddard School• South County Regional Library• High 5• Discount Tire• Chick-fil-A• Shadow Wood Lifestyle Center |
|--|---|

Via Coconut

± 20 Acres

South of Corkscrew Road on Via Coconut
Across from Genova



330 units - "Super" Luxury Community
Main Street Commercial Area
Public Park Area – 1-acre

Via Coconut

New Name ~ LUMIO ESTERO



Woodfield 46-Acre Mixed-Use Development



**US 41 & Coconut Road
Across from Coconut Point
Mall**

**Mini Mercato
Activities for all residents**



- 42,000 sq. ft. of office, including medical office
- 62,000 sq. ft. of retail
- 20,000 sq. ft. of dining
- 3,000 sq. ft. of civic space
- 260-room hotel
- 596 residential units

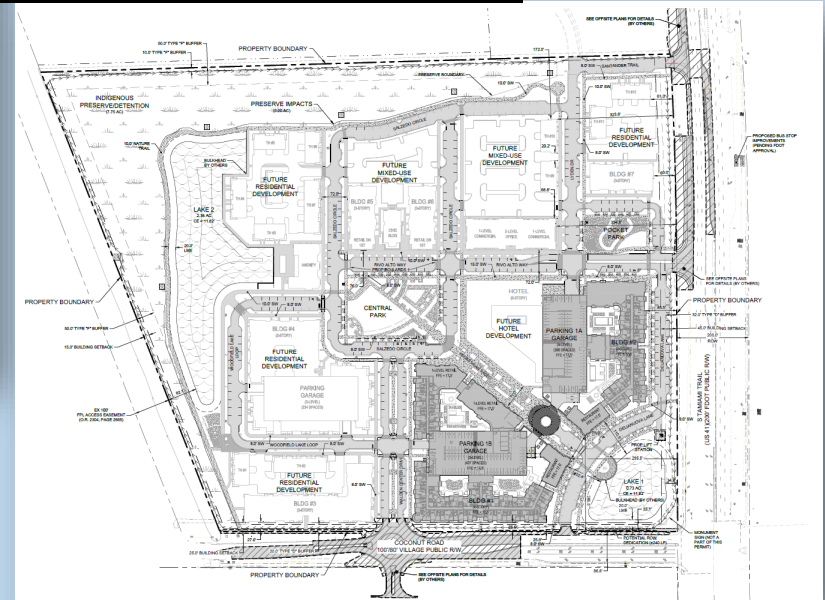
Woodfield

Phase 1 Under Construction



1st Phase includes 300 multi-family units (on East half of site), 2 parking garages, roads, utilities, landscape buffers, central green, neighborhood park, restaurants & roundabout on Coconut Road.

2nd Phase includes 296 remaining residential units, commercial, hotel & park areas

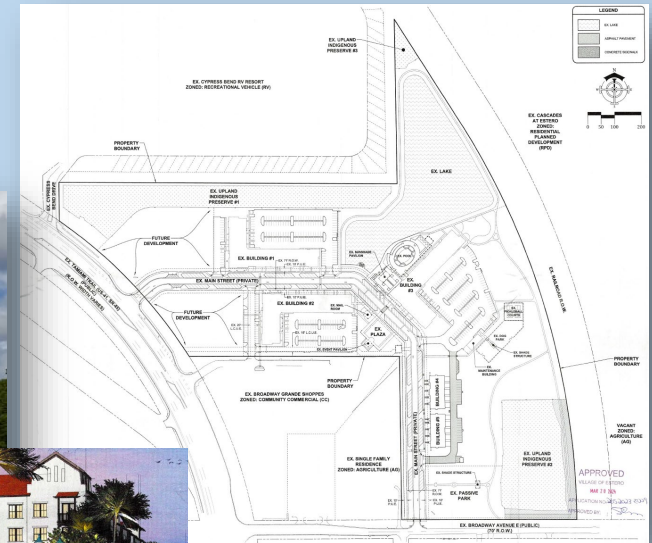
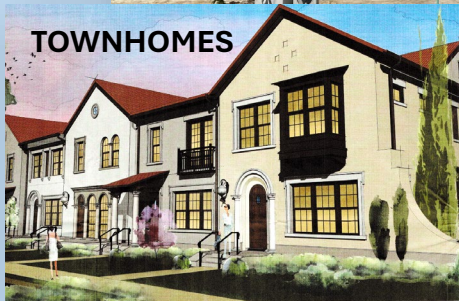


SITE PLAN

Downtown Estero

US 41 & Broadway

Infrastructure Under Construction



310 Residential Units
Commercial Parcel on US 41 –
Initially approved by Lee County for more intensity



West Bay

West of US 41 – End of Williams Road



**23 Story High-Rise
88 Units**

LUXURY
WATERFRONT
CONDOMINIUMS
ON ESTERO BAY

MarketPlace

Part of Coconut Point Development

US 41 by Rapallo



**Miller's Ale House
McDonalds
Starbucks
&
Piccolo Buco
(Cooper's Hawk Subsidiary)**



13

MarketPlace

Miller's Ale House



NOW OPEN

MarketPlace

Piccolo Buco

Located across parking lot from Miller's Ale House



OPENING SOON



Approved Amendment for color change
to match business branding

MarketPlace

McDonald's



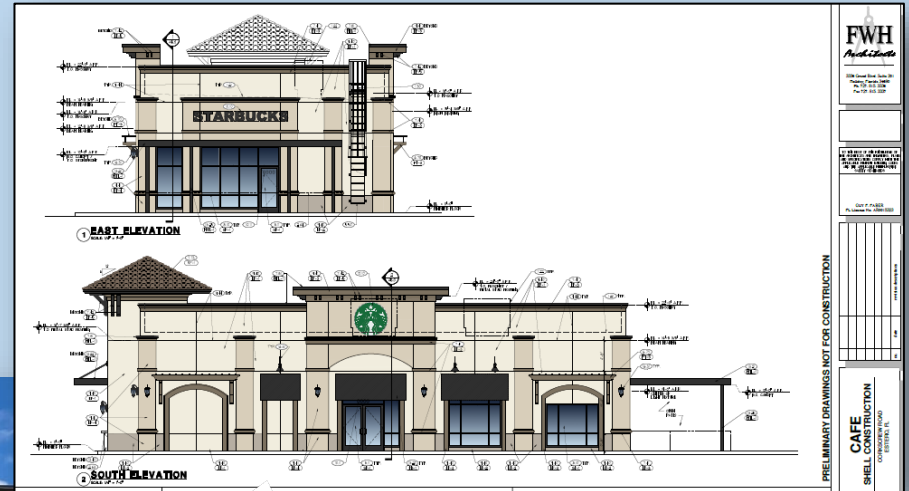
NOW OPEN

Starbucks

On Corkscrew Road west of
Wawa in Lowe's Plaza



NOW OPEN



Goddard School

EARLY DEVELOPMENT SCHOOL



2-STORY - 14,190 S.F.

NOW OPEN - January 2026



SE Corner of Quente Way & Three Oaks Parkway



South County Regional Library

Three Oaks Parkway, north of Corkscrew Road

Recent Grand Opening



AFTER



BEFORE

Interior remodel included a new arrival at pedestrian plaza



19

Pruitt Professional Suites

East Broadway – Old Post Office Building



Nearing Completion

Photo taken 1/6/2026

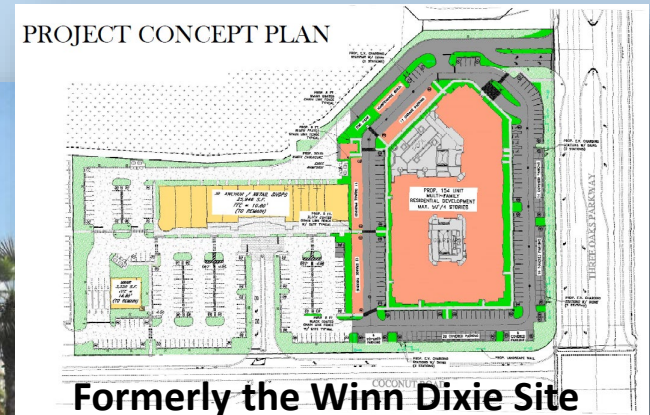


NEW NAME

Coconut Pointe Residences at Brooks Town Center



NW Corner Coconut Road & Three Oaks Parkway



137 Unit, 4-Story Multi-Family Building – Under Construction

Coconut Pointe Residences at Brooks Town Center



Photos taken 1/6/2026



View from the Brooks Town Center

SHADOW WOOD C.C. Lifestyle Center

Community Entrance off Coconut Road - Clubhouse Central to Community **UNDER CONSTRUCTION**



- **6 Indoor Pickleball Courts & Restaurant - 33,676 S.F.**
- **Outdoor Pool & 2,400 S.F. Bathhouse**

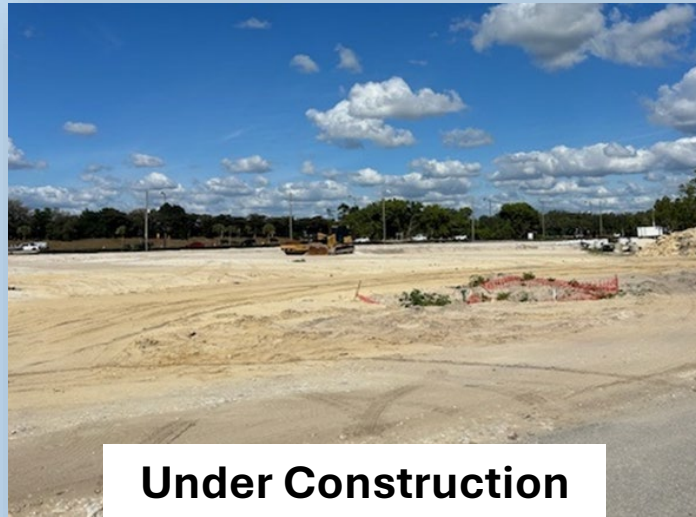


Development Order approved August 2025

23

Aldi

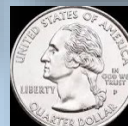
21,750 S. F. Grocery Store
Development Order & Building Permit Approved



Under Construction



Corkscrew Road & Stoneybrook Golf Drive

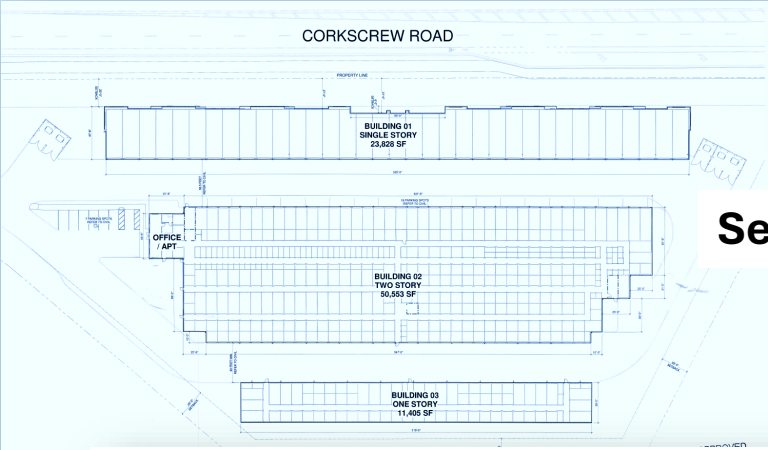


MIDGARD - CORKSCREW PINES

CORKSCREW ROAD & STONEYBROOK GOLF DR
ESTERO, FL



Self-Storage



MATERIAL LEGEND

1	PAINT	INTERIOR WALLS: "TITAN WHITE" RESISTION
2	PAINT	INTERIOR WALLS: "TALL SKY" RESISTION
3	PAINT	INTERIOR WALLS: "TALL SKY" RESISTION
4	PAINT	INTERIOR WALLS: "TALL SKY" RESISTION
5	PAINT	INTERIOR WALLS: "TALL SKY" RESISTION

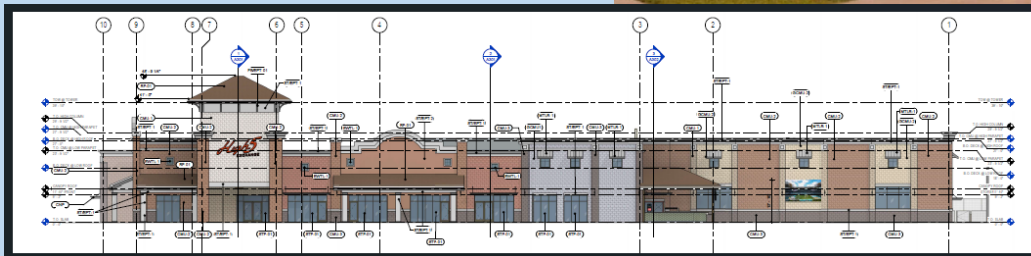
ENLARGED ELEVATION

EXTERIOR PAINT EXTRA WHITE SW 7006	EXTERIOR PAINT SEAL SKIN SW 7675	ROOF MATERIAL TLCOR ANTICA CEDAR
EXTERIOR PAINT NATURAL TAN SW 7567	EXTERIOR PAINT BALANCED BEIGE SW 7037	WINDOW AND DOOR FRAMES DARK BRONZE ANODIZED



HIGH 5

North of Williams Road &
East of Via Coconut



- Indoor & Outdoor Pickleball
- Restaurant
- Miniature Golf
- Entertainment Uses



Day Care & Office Project



**4.2-acre site - west of US 41, north of Estero Parkway
Adjacent to Breckenridge Development**

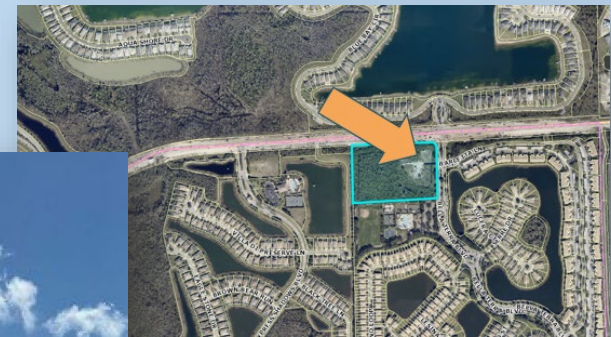
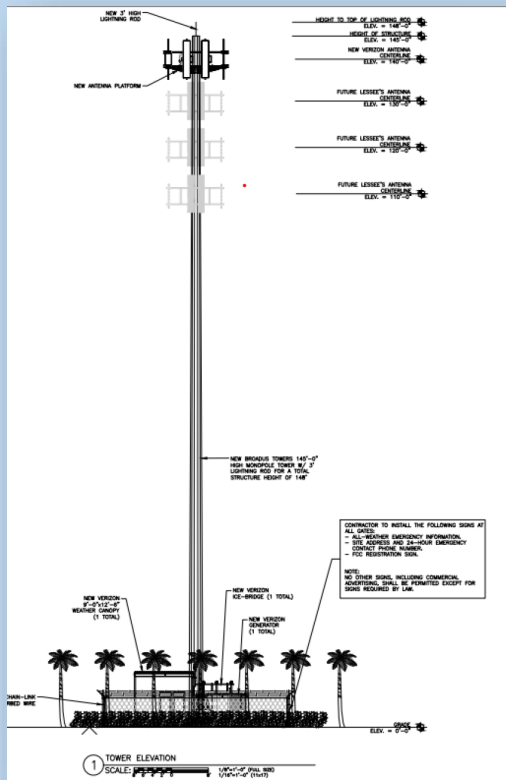


**Approved Plans – Property Under
Construction**

Bella Terra Cell Tower

Property owned by Bella Terra

175-Foot-Tall Monopole



Status: Building Permit Approved 2025

Summcrest TOLL Brothers

NE Corner of Corkscrew Road & Sandy Lane



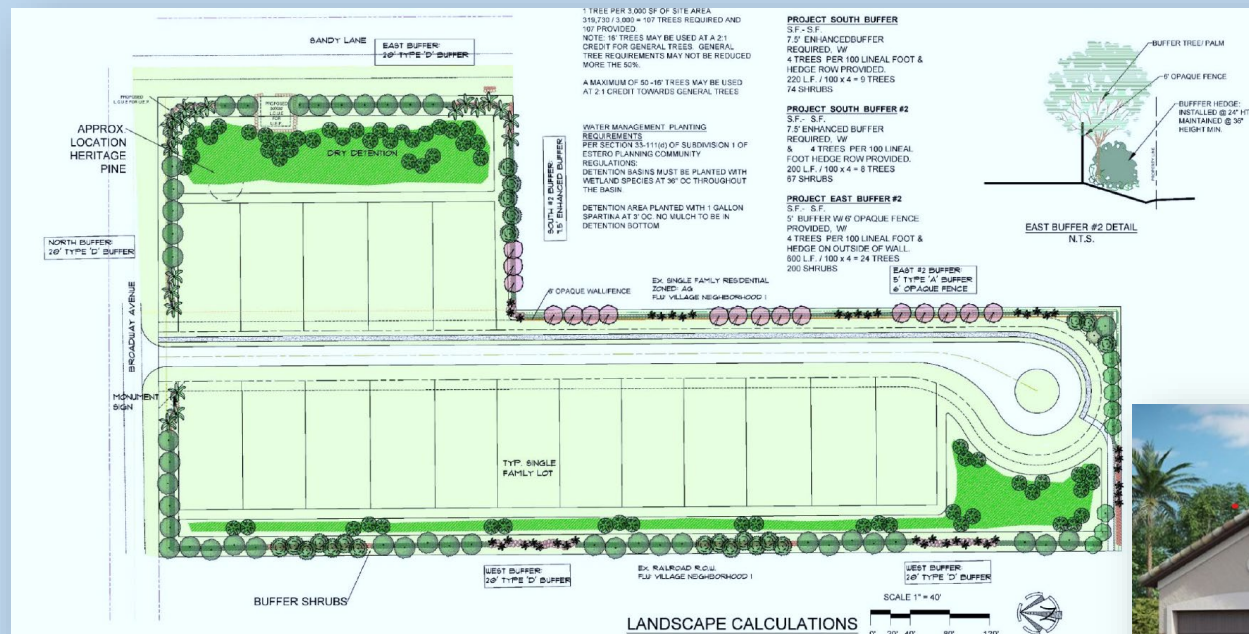
Small public park at the corner



154 Townhomes



Broadway Crossing - NEW NAME (Formerly Mayfair Village)



Broadway E. & west of Sandy Lane



**Lennar Homes –
17 Single-Family Lots**

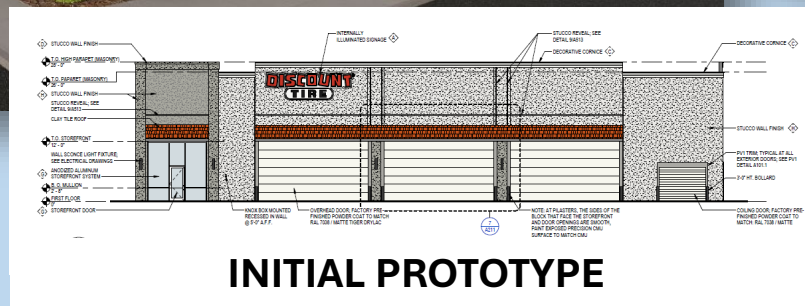


Discount Tire

Fronts Corkscrew Road Entrance off Corkscrew Commons Drive
Next to Rib City



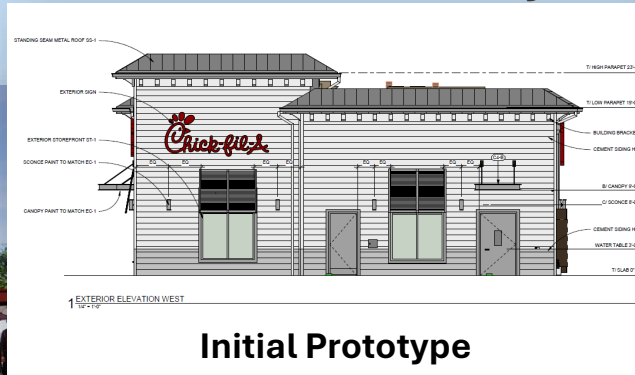
7,020 SF One-Story Building



**Development Order approved
November 2025**

Chick-fil-A

NE Corner of Corkscrew Road & Ben Hill Griffin Parkway
Previously Perkins Restaurant



5,695 SF Restaurant on a 2-acre site with Dual Drive-Thru

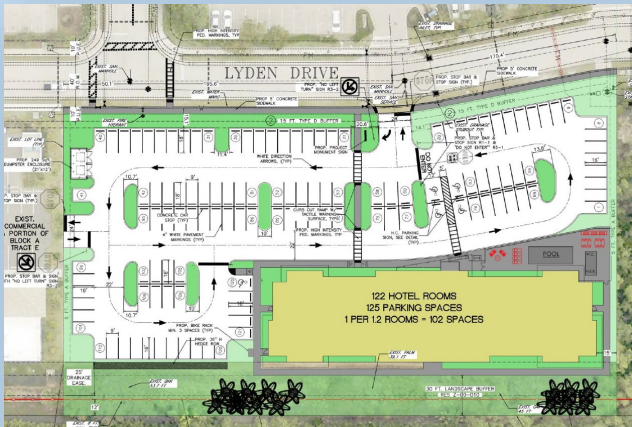


Development Order
Approved by PZDB December 2025

Coconut Trace Hotel 4-STORY

Across from Coconut Point Mall on Lyden Drive

**122-Room Hotel
Development Order
Approved September 2025**



New Owner

Bonita Smoke Shop & Cigar Lounge

Located in Coconut Point next to Five Guys Restaurant



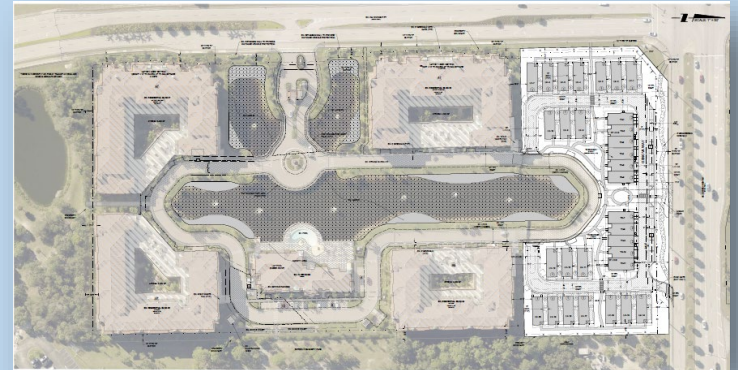
**Outdoor Consumption on Premises
approved by PZDB 1/13/2026**



STALLED PROJECTS?

Genova Residential Final Phase

Corner of Corkscrew Road & Via Coconut



For Sale

31 Townhomes & Villas
Zoning Amendment Approved
Development Order Approved 2025



36

Home2 Suites 4- STORY, 111 ROOM HOTEL



2.37-acres at Coconut Point Mall between the cinema and Via Coconut

Hilton Garden Inn

2.16 - ACRE PARCEL Southeast from the Marketplace



Development Order Approved for 70,800 square feet - 115 room, 5-story hotel

ABBIATI Dental Office Building

US 41 & Fountain Lakes Boulevard



Development Order approved for 10,000 Sq. Ft. dental/medical and 1,950 sq. ft. general office



39

Signage in Village



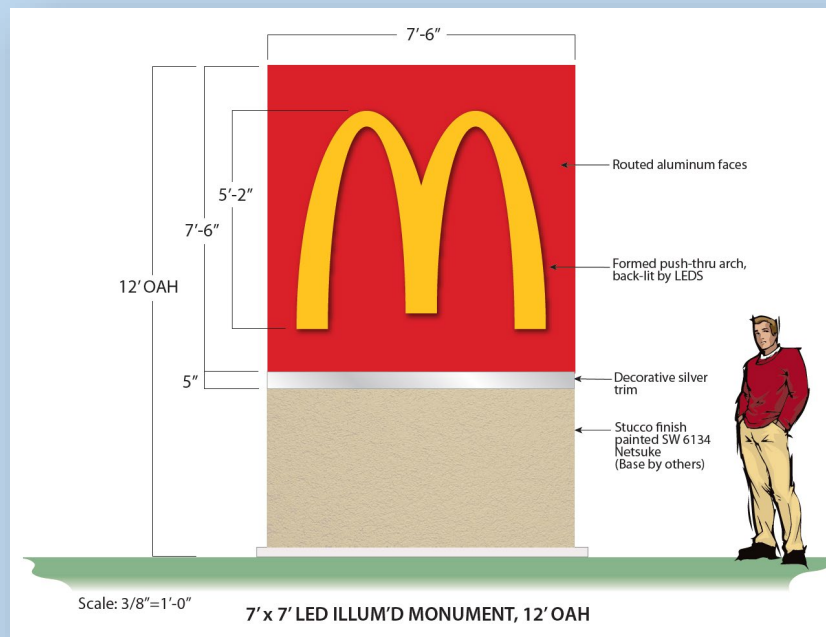
Signage Outside of Village



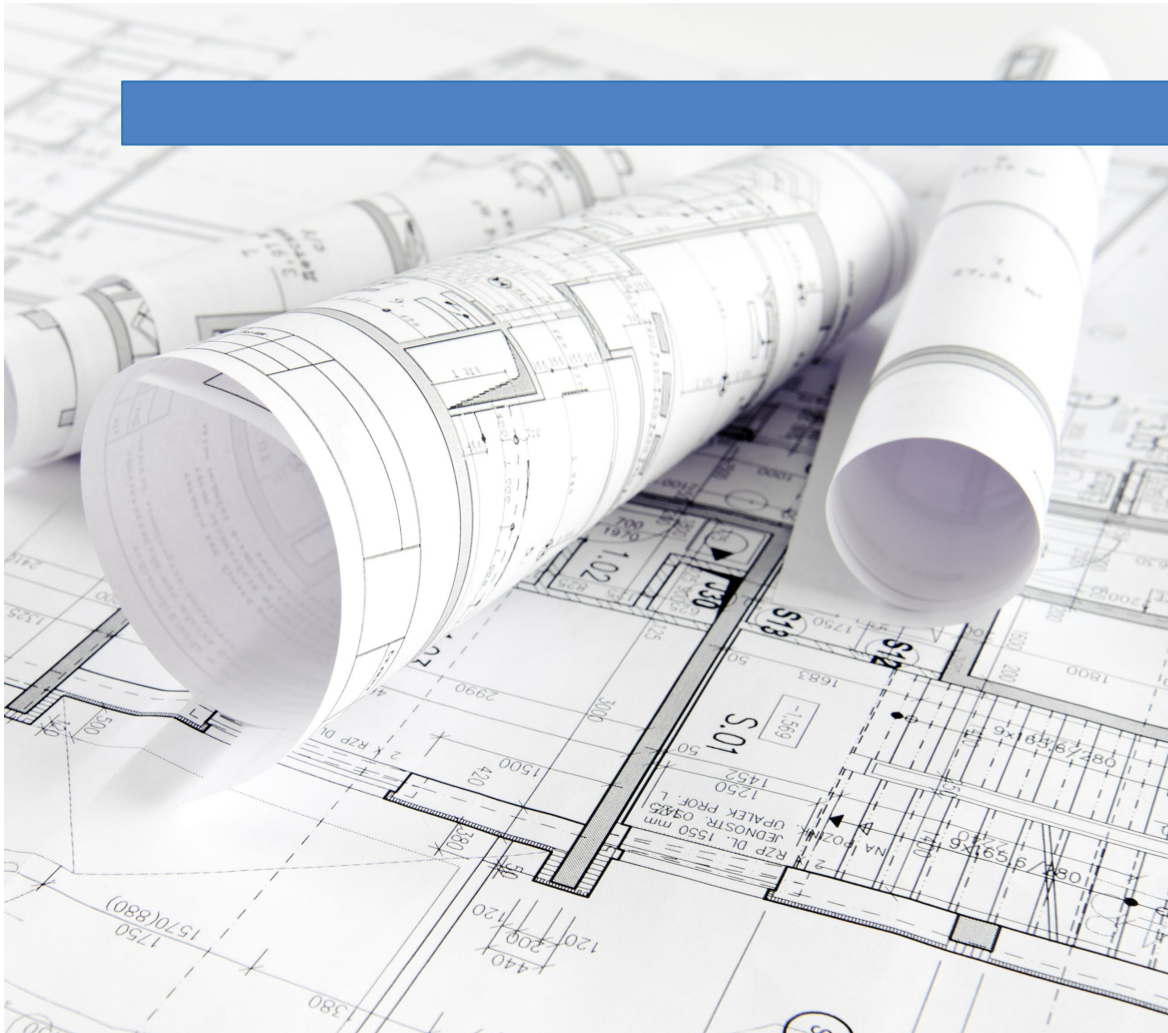
Village Signage Standards

8001 Via Rapallo Drive – Monument Sign on US 41

Standard McDonald's signage initially presented



Monument sign meeting Village and Coconut Point Design Guidelines



PROJECTS IN PROCESS

- 2,500 New Residential Units
- 1 Hotel
- 23-Story Luxury High-Rise
- 300,000 S. F. Commercial Use
- Lifestyle Center
- Entertainment & Sports

VILLAGE CODE AND REVIEW BY PZDB AND COUNCIL

- Makes a Significant Difference
- Results in High Quality Projects
- Retains Village Character

