

Michael --

Tom O'Dea and I visited you on February 19th to discuss the new Bonita Community Health Center sign that had been placed adjacent to US41 and some of the objections to its character by the community. We gave you an architect's sketch of the type of signage that we are striving for in Estero. Both are attached to this email. You commented that you would take this under advisement and get back to us.

Has there been any progress? The Estero Council of Community Leaders is meeting next Wednesday and I would like to report that there has been some movement in improving the situation.

Thanks for your consideration.

-- Jack Lienesch
Acting Chairman
Estero Community Planning Panel

Response

Jack & Tom:

Sorry for the delay in getting back to you. We reviewed the proposed changes with our sign company. The cost of redoing the sign is approximately \$40,000. We currently have over \$25,000 in the sign. We did make an adjustment to the current sign that I believe lessens the impact by removing the last section that read "OPEN". As we discussed at our meeting a large part of the intent of the sign was to make the Center easier to locate for patients. We had numerous complaints by patients not being able to find the Center. Both patients and physicians in the office building like the new sign. We are hearing from the community that they actually like the new sign and many have commented they were unaware we were here. We also discussed the painting of the building. I am happy to report that will be happening soon. I believe Bob Christman has been in contact with you to share our color choice. It will improve the appearance of the building and blend will with the existing structures. Thanks. We look forward to working with you and the Council in the future.

Mike Mastej