

Estero Design Review Committee

Public Informational Session Summary and Design Review Comments

July 13, 2006

Mr. Tom Schneider
Simon Property Group
225 West Washington Street
Indianapolis IN 46204-3438

RE: Best Buy Signage at Coconut Point
Public Informational Session Summary and Design Review Comments
Estero Design Review Committee Meeting of July 12, 2006
Location: The Club at Rapallo, Coconut Point

Dear Simon Property Group and County Staff:

The above referenced project was discussed at the EDRC meeting on July 12, 2006. Members of the community present were very vocal in their criticism of the Best Buy signs. The EDRC unanimously recommends the removal of current Best Buy signage at Coconut Point with the following suggestions/comments:

- The committee recommends removal of the present signage to conform with Lee County, Estero Overlay LDC and Coconut Point guidelines. (Exhibit #1)
- Replacement with back channel lit signage as required similar to the rest of the stores.(Exhibit #2)
- Replace 45+ foot front royal blue sign background with warm earth tone color per Coconut Point Guidelines. (Exhibit #3)
- Removal of the 30+ foot modern angular sign from the side of the building and the sign in the rear from the west side of the building. (Exhibit #4)

Sincerely,

M. Gordon Lyons

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Co-Chair, Estero Design Review Committee