

PART 1

I. INTRODUCTION

The community of Coconut Point introduces a new lifestyle to Southwest Florida, creating a mixed-use environment for living, working and playing. The development integrates a range of housing types, shopping, office, hotels and recreational facilities into a unified whole, with the sunny ambience that draws millions to Florida every year.

Located in Southwest Florida along U.S. 41 between Williams Road on the north and the Bonita Springs incorporation limit on the south, Coconut Point is well situated in a growing community that is establishing a tradition of quality development and exceptional design. Coconut Point is approximately midway between Fort Myers and Naples enabling it to cater to the retail, cultural and service needs of South Lee and North Collier Counties.

The community of Coconut Point is a hub of activity and a unique regional destination. It features vibrant neighborhoods with attractive streets and sidewalks complemented by varied buildings and courtyards. Providing for a diversity of uses, Coconut Point resonates to the elegant styles of the Mediterranean, embodying a rich architectural heritage in a lush tropical landscape. Supporting the distinctive design and exceptional environmental characteristics of Coconut Point are a comprehensive set of design guidelines.

These guidelines have been created primarily to assist owners, tenants and developers at Coconut Point in working together toward the common objectives of the development. The adjacent communities of Estero and Bonita Springs have already done much to establish a regional identity and high quality of life reflected in their built environments. The Coconut Point Design Guidelines recognize these qualities and strive to further expand on the accomplishments of these communities.

The Design Guidelines aim to establish the character of the overall development and encourage creative solutions that support the project objectives and design intent. While design solutions will always adhere to local building and planning authority requirements, the guidelines are not intended to prescribe any one particular design condition or application, nor are they intended to imply the creation of a redundant, bland or unimaginative environment. Functioning as a framework for owners and tenants to work within, they will enhance the beauty, harmony and livability of Coconut Point.

An important step in implementing the Coconut Point Design Guidelines is the submittal and review process. During this phase, the Design Review Authority (DRA) will review all proposed designs. This process is covered in a separate document.

II. GUIDELINE OBJECTIVES

- Create a unifying style for Coconut Point

The character and style of Coconut Point will be based on the Mediterranean Revival vernacular of historic Florida towns. This is a unique interpretation of architectural styles, blending the elegant and splendid European Mediterranean traditions of Italy, Spain and France with references to the closer regions of Mexico and the Caribbean. The thoughtful integration of these visually rich traditions results in a distinctive contemporary identity for Coconut Point.

- Establish a unique sense of character and place through a creative and harmonious use of architecture, landscape, lighting, signage and amenities

Coconut Point places a heavy emphasis on creating quality communal public spaces with unique focal points and distinctive landscaping. Architecture at Coconut Point employs appropriate building scale, massing and articulation. Attention to detail is encouraged at all areas, and should be further developed at the pedestrian level and at areas of high visibility. Using this same principle, the project augments the natural environment through landscape and site amenities creating pleasing and comfortable outdoor spaces.

- Uphold the sense of quality and commitment established by the growing communities of Estero and Bonita Springs

Coconut Point contributes to the regional identity established by its neighboring communities. By supporting the aesthetic direction and values of the adjacent communities, Coconut Point creates a high quality of life for visitors and residents alike.

- Incorporate the best current design and planning concepts.

Coconut Point enhances the physical environment through high quality design practices. Sound planning principles create fluid and pleasing pedestrian and vehicular circulation patterns. Careful building siting and orientation is further complemented by a studied application of landscaped zones, including charming squares and a park. The sensitive integration of mixed-use and other residential components allows residents to enjoy the benefits of a vibrant community in subdued courtyard settings.

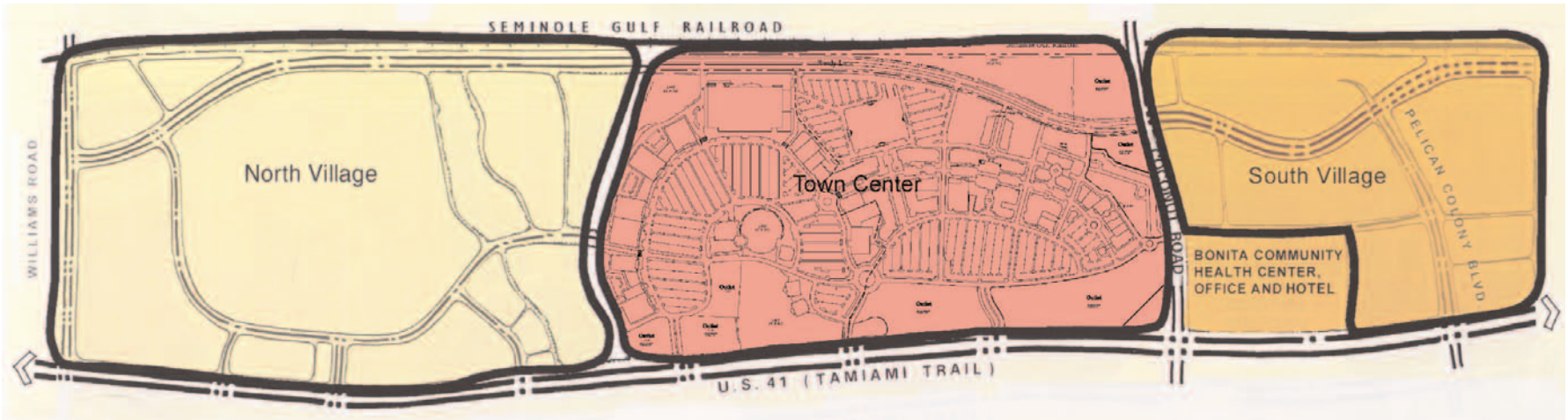


III. DISTRICT CHARACTERISTICS

Coconut Point is made up of three districts: the North Village, the Town Center, and the South Village. Each of these districts maintains a distinct neighborhood character while at the same time contributing thoroughly to a unifying overall identity for Coconut Point. The differences between the districts are characterized primarily by differences in use.

The North Village, with its lower density single and multi-family housing, together with an array of open space, commercial support and recreational activities, projects a decidedly suburban image. The Town Center is a rich mix of commercial activity: shops and restaurants, entertainment venues and public courtyards. This is a gathering place for the community, lively and active because of the urban housing, offices and hotels that are part of the mix. South Village lies directly adjacent to the Town Center and contains a concentration of medical offices, the Bonita Community Health Center, congregate care, convenience shopping and residential neighborhoods. The residential component of the South Village is comprised of moderate density, attached unit housing types.

While the differences in use between the districts gain subtle expression in a variety of factors such as the massing and architecture of the distinct building types and unique site and landscape requirements, the districts remain governed by the design principles and standards outlined in this manual. Further descriptions of the three districts, intended as a means to provide design direction and outline key district features and neighborhood character, are outlined below.



1. District 1 - North Village

An elegant Mediterranean village located north of the Town Center, North Village Residential includes residential and retail development. The multi-family homes and villas are designed to take advantage of the wetlands that border the North Village and a series of lakes that will connect the different neighborhoods. The neighborhood features intimate open spaces and uses pedestrian scale elements. The North Village also includes shopping, commercial offices, and institutional uses catering to the day-to-day needs of the residents of Coconut Point and the surrounding communities. The architecture of all buildings shall be consistent with the Mediterranean Revival style, incorporating a common palette of soft colors and materials such as tile, stucco, ornamental stone and iron.

A series of bicycle paths and pedestrian sidewalks link the entire Coconut Point community making it convenient for the residents and visitors to travel between villages and the Town Center of Coconut Point.



2. District 2 - Town Center

The Coconut Point Town Center site located at the intersection of US 41 (Tamiami Trail) and Coconut Road is proposed to be a mixture of retail anchor stores, smaller retail stores, entertainment and dining venues located along a main street and within a community retail center. In addition, residential, office uses and a hotel will be located above the retail along the main street. Out parcel development in this district includes financial institutions, home furnishing stores and casual dining restaurants.

Visitors approach the Town Center district by way of a number of connected routes within the community and via a distinctively landscaped boulevard road from U.S. 41. Designed to provide easy access for vehicles, cyclists and pedestrians, the transportation system layout connects the Town Center with the surrounding neighborhoods and the community at large.

Two distinct zones characterize the Town Center. At the north portion of the Town Center lies vibrant community retail with nationally recognized retailers. The focal point of this zone is a large scenic lake that creates a lakefront dining district with notable restaurants. The community retail provides the convenience of shopping with the excitement and pleasure of vibrant night and day entertainment and community gathering at water's edge.

At the southern portion of the Town Center lies a charming main street. Portals, archways, plazas, covered walkways and arcades link the intimate pedestrian and vehicular streets found here. As visitors meander through the zone with its generous, shady sidewalks and avenues adorned with streetlights reminiscent of Mediterranean Revival architecture, they discover discreet courtyards, colorful fountains, bustling cafes, and lively shopfronts.

In the tradition and splendor of historic Mediterranean public spaces and villages, the Town Center will be the premier retail core of this community and surrounding neighborhoods. It is the setting for community shopping, entertainment and leisurely gathering.

3. District 3 - South Village

Located south of the Town Center and Coconut Road, the mixed-use South Village compliments the surrounding community it supports. The South Village includes primarily medical office and adult congregate living apartments. The neighborhood has been planned to provide synergy with the existing Bonita Springs Community Health Center located at U.S. 41 and Coconut Road. Consistent with the design of all of Coconut point, the buildings shall be of a Mediterranean Revival style. Buildings are generally set back from the roadway, tucked into the landscape and accessed through landscaped parking areas. Signage, common landscaping and lighting are consistent with the Coconut Point design criteria. Cohesive design elements will ensure the quality and beauty of the Coconut Point South Village.



IV. HOW TO USE THE DESIGN GUIDELINES

Follow the steps below in the order noted to effectively apply the guidelines outlined in this manual:

1. Review and follow the guidelines in the General Characteristics section for each development aspect (i.e. architecture, landscape, lighting, signage.) This umbrella category establishes the general guidelines that apply to all development and building types at Coconut Point.
2. Determine the building type of your project (i.e. commercial-retail, residential) and check that it conforms to any specific additional guidelines established for that category.
3. Check which district your project is located in and review and apply any district specific guidelines for your project.
4. Follow the design review and submittal procedures.

V. ADMINISTRATIVE MATTERS

A representative of each of the DRA's within Coconut Point shall appear before the Estero Design Review Committee (EDRC) on a quarterly basis to update the EDRC as to its plan reviews and approvals during the preceding three month period.

The EDRC shall be notified of any variance from these Design Review Guidelines granted by a DRA and the reasons/rationale for granting such variance.

