

Pine Ridge Commons Neighborhood PUD Meeting  
April 24, 2017

1 IN RE: PINE RIDGE COMMONS PUD NEIGHBORHOOD  
2 INFORMATION MEETING

3 CASE NO.: N/A  
4 -----

5  
6  
7  
8  
9 PINE RIDGE COMMONS PUD  
10 NEIGHBORHOOD INFORMATION MEETING

11 APRIL 24, 2017  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

1 (Thereupon:)

2 MR. ARNOLD: We're gonna go ahead  
3 and get started. Sharon, are you ready?  
4 We have to record this meeting per the  
5 county rules, so we have to create a  
6 transcript of the meeting so we can let the  
7 county staff know what comments were made  
8 by the attendees. So Sharon will be  
9 recording the meeting tonight.

10 So I'm Wayne Arnold, and I'm with  
11 Grady Minor & Associates. I'm a  
12 professional planner that's helping the  
13 property owner go through the rezoning and  
14 planning in the process. So we're here for  
15 two applications. With me tonight is  
16 Sharon Umpenhour who is with our office,  
17 and she's recording the meeting.

18 David Genson is with Barron Collier  
19 company. David is here to answer any  
20 questions that you may have. We have Norm  
21 Trebilcock who is a local traffic engineer  
22 who prepared our traffic analyses, and Mike  
23 Timmerman who's a local economist who is  
24 helping us with some market analysis for  
25 the project.

1           So with that, I'll get started.  
2       We're here to deal with a zoning  
3       application and a comprehensive plan  
4       amendment allocation that we filed with  
5       Collier County. This area that's known as  
6       PINE RIDGE COMMONS, it's about a 31-acre  
7       site partially developed with retail and  
8       office facilities today.

9           We are proposing to amend the  
10       documents that relate to the plan, comp  
11       plan, and the zoning designation to add --  
12       for an opportunity to add up to 400  
13       multifamily dwelling units.

14           We've asked for both multifamily  
15       which could be rental and town homes that  
16       would be for-sale product, and we're going  
17       through the process to amend both of those  
18       documents and the local master plan to go  
19       ahead and make provisions for that  
20       residential component.

21           The project was previously approved  
22       for 275,000 square feet of retail and  
23       office space, and we're proposing to add  
24       the 400 multifamily dwelling units to the  
25       project. And obviously, the site has been

1 partially developed. You can see some work  
2 to -- to actually construct the multifamily  
3 dwelling units. A portion of the existing  
4 retail would have to be demolished in order  
5 to make room for those.

6 So in our documentation we've added  
7 residential development standards for the  
8 multifamily units, and so we put in the  
9 typical building setbacks and height and  
10 things like that. We're asking for a  
11 55-foot zone height or 60 feet maximum  
12 height, and the county considers the  
13 maximum height to be kind of the tippy-top,  
14 the highest point of any of those. Right  
15 now the project has approvals for 50 feet  
16 commercial building, just so you're aware.

17 So we're in the process of amending  
18 these documents. We've submitted the  
19 applications to Collier County.  
20 We received initial feedback and comments  
21 from -- we're in the process of amending  
22 our submittal to address some of their  
23 comments, and we're required to hold these  
24 neighborhood informational meetings before  
25 we can hold any public hearings before the

1 Collier County Planning Commission.

2       So this process is still likely a  
3 few months off for being -- for any public  
4 body for public hearing, but these meetings  
5 are helpful to both us and staff by  
6 allowing us to get some feedback from the  
7 community, if we need to make amendments to  
8 our submittals to accommodate things that  
9 you've asked and we can do, then that's a  
10 good time for us all to do that, so there's  
11 still plenty of time in the review process  
12 for staff to analyze those changes.

13       I should introduce a couple of the  
14 Collier County staff people who are here.  
15 Sue Faulkner is with the comprehensive  
16 planning section for Collier County, and  
17 she's the reviewing person for Collier  
18 County that's looking at our application,  
19 too.

20       And then in the back of the room is  
21 Ray Bellows. Ray is the zoning manager for  
22 Collier County, and he's kind of filling in  
23 for one of the employees that's been  
24 assigned to our case, but Ray has been  
25 around the county a long time and can

1 answer any questions.

2 UNKNOWN SPEAKER: (Inaudible.)

3 MR. ARNOLD: So we can try to answer  
4 any questions that you may have. Our  
5 applications from the procedurally  
6 paperwork standpoint are pretty simple.  
7 We are simply adding the multifamily  
8 residential component, and with that,  
9 though, we have to do an economic analysis  
10 to demonstrate that there's a market for  
11 additional multifamily residential.  
12 We have to, of course, do a traffic  
13 analysis to demonstrate that we don't have  
14 negative impacts on the surrounding road  
15 network.

16 So both of those components have  
17 been completed, and based on our analysis,  
18 we don't have negative impacts to the  
19 surrounding roadway, and Mike Timmerman,  
20 who did the economic analysis, believes  
21 that there's plenty of supply opportunities  
22 for more residential in this location.

23 Its -- its time has come. Things  
24 are changing in our community. There's  
25 more infill opportunities, and this is a

1 very (Inaudible) and highly sought after  
2 location for residential as most of you  
3 know, because you probably live close by.

4 So with that, that's in a nutshell  
5 our presentation. I'm happy to answer  
6 questions you may have. I know it's not a  
7 lot of details. I know David is here.  
8 We don't have architectural details of the  
9 buildings designed yet and things of that  
10 nature, so we're dealing with a conceptual  
11 plan that's on the left, and that's the  
12 zoning plan that's been approved with some  
13 additional notations to reflect the  
14 multifamily dwellings.

15 So I'll just try to take questions  
16 in the order I saw them come up. The  
17 gentleman standing in the back.

18 MR. KEETING: Hi, my name is George  
19 Keeting. I live in pine ridge. My  
20 daughter goes to Seagate Elementary, and  
21 she'll be going to middle school next year.  
22 I just wanted to understand what are the  
23 estimated impact fees that will be paid by  
24 the developer to the school district.  
25 I assume they'll be some load on the

1 schools, and I just want to make sure that  
2 the schools are protected. So how much  
3 money are the schools getting?

4 MR. ARNOLD: I -- I don't know off  
5 the top of my head the impact fee  
6 calculation for the school impact fees, but  
7 we're also required to do an impact  
8 analysis for the school district so they  
9 can get an estimate of how many school-age  
10 children might actually reside here so they  
11 can accommodate future growth of their  
12 schools in that regard, and I believe they  
13 indicated they don't have a (Inaudible)  
14 school district to date.

15 MR. KEETING: When will we know that  
16 information?

17 MR. ARNOLD: Well, I can give you an  
18 estimate on the impact fees based on the  
19 400 dwelling units. If you provide me an  
20 email address or somewhere where Sharon and  
21 I can do it, there's a calculator on the  
22 county website. You plug in the number of  
23 units, and it tells you what your impact  
24 fees are (Inaudible) fees.

25 Ma'am?



1 UNKNOWN SPEAKER: I'm trying to  
2 understand the traffic flow pattern. You  
3 said you've done an analysis, you figured  
4 out that it's -- all will be good. How do  
5 you know that? You're going to put  
6 probably 800 new cars on the road  
7 (Inaudible) Pine Ridge Estates, and traffic  
8 is already a nightmare on Pine Ridge  
9 Estates. How -- how do you know? Can  
10 someone explain that to me.

11 MR. ARNOLD: Well, Norm Trebilcock  
12 prepared that analysis, and as I indicated,  
13 part of the square footage of commercial  
14 will go away to accommodate the new  
15 multifamily residential, so there's a  
16 tradeoff here. Norm's prepared that  
17 analysis, and I'll let him address it.

18 MR. TREBILCOCK: Thank you. For the  
19 record, my name is Norm Trebilcock, and I'm  
20 the traffic engineer that prepared the  
21 traffic study for the project, and so what  
22 we looked at in the analysis is there's  
23 about 275,000 square feet have commercial  
24 that's approved for the property from a  
25 zoning standpoint, they built about 204,000

1 square feet of commercial property, so  
2 there's a fair amount of additional  
3 commercial being built and developed there.

4 So when you compare that potential  
5 build out versus what's there today and,  
6 say, adding 400 units, it's a -- it's  
7 basically a wash or it's actually a slight  
8 lesser impact from a traffic standpoint  
9 there.

10 When you go into actually develop,  
11 though, we have to look at specific impacts  
12 of the development itself and get into more  
13 detail, it's called, "linked analysis," and  
14 take care of any mitigation of impacts at  
15 that time, but from a zoning standpoint,  
16 comparing it to what's -- what's currently  
17 allowed on the property versus what we're  
18 proposing as a development scenario,  
19 it's -- it's a wash or slightly less of an  
20 impact.

21 Yes, sir.

22 UNKNOWN SPEAKER: Well, if it's  
23 something that's currently allowed, what's  
24 the present traffic pattern? Not that it's  
25 allowed, you know what I mean?

1 MR. TREBILCOCK: Yes.

2 UNKNOWN SPEAKER: Because you're  
3 going to put 400 residents there with one  
4 or two cars per home. That's going to be  
5 there, but right now there's very little  
6 traffic.

7 UNKNOWN SPEAKER: I can't hear the  
8 question.

9 UNKNOWN SPEAKER: So what do you  
10 think it really is now.

11 MR. TREBILCOCK: The question was  
12 regarding what the impact is now, and  
13 really what we're looking at (Inaudible) is  
14 really like what they call a "build-out  
15 scenario" as a comparative.

16 We weren't looking at look like  
17 specifically the existing condition of the  
18 land itself. We did a comparative, what  
19 we call the highest and best use of the  
20 zoning standpoint of comparing it, but part  
21 of what we do when you go to develop is  
22 exactly what you're saying, you take a  
23 snapshot of what the capacity is of the  
24 roadways and make sure what you're  
25 proposing doesn't create, you know, a

1 negative impact on there or something you  
2 have to mitigate for, and you would pay,  
3 you know, impact fees for the roadways as  
4 well for any impacts.

5 Yes, sir.

6 UNKNOWN SPEAKER: You know, but as  
7 the gentleman said -- my name is  
8 (Inaudible) Pine Ridge Estates. There's --  
9 there's a difference between your  
10 projections of what the commercial current  
11 PUD allows and the current reality, and  
12 if you add 400 dwelling units, if those are  
13 occupied, that adds a definite 600, 800  
14 more vehicles, not to mention the fact that  
15 you have a fire station right around the  
16 corner.

17 Now, minutes and seconds count. I'm  
18 a retired physician, so I know that. It's  
19 bad enough when firemen and ambulances get  
20 stuck behind traffic now with the major  
21 intersection at Goodland Frank and Pine  
22 Ridge Road, there's no way that can be as  
23 good as it is now, which is not that good  
24 to begin with.

25 I mean, you got a fire station right

1 around the corner. I don't see any other  
2 fair stations being located in high-density  
3 residential areas. They're all in areas  
4 that have more scattered residences, you  
5 know, so to say that the current proposal  
6 would be a slightly lower impact than what  
7 might be involved with the existing PUD  
8 defies the reality of what we actually have  
9 now.

10 We know what kind of traffic we have  
11 now. You add 400 residences, there is  
12 going to be a zoo.

13 UNKNOWN SPEAKER: You're making an  
14 odd comparison here with what it would have  
15 been had it -- had you built out to the  
16 maximum compared to what you're suggesting  
17 now. We're trying to compare with what  
18 we've got now compared to what you want to  
19 do.

20 UNKNOWN SPEAKER: There is no --  
21 there is no way that this intersection can  
22 handle 400 more families, number one,  
23 number one question. Second question  
24 I have: Do they intend to knock down the  
25 buildings that are -- that are on the

1 property now?

2 MR. ARNOLD: That's really something  
3 that they would -- they would look at and  
4 evaluate.

5 UNKNOWN SPEAKER: And you saw the  
6 traffic, the way it is on Goodland and Pine  
7 Ridge --

8 UNKNOWN SPEAKER: (Inaudible) now.

9 UNKNOWN SPEAKER: -- I can't believe  
10 that it can handle -- no way can it handle  
11 another 400 families. No way.

12 UNKNOWN SPEAKER: Well, it could be,  
13 but it would come to a stand -- traffic  
14 would come to a stand still.

15 MR. TREBILCOCK: Just -- just so you  
16 know, I mean, I'm also present of Autumn  
17 Woods, and I've lived in the area for a  
18 while, so I'm familiar with the roadways as  
19 well, and, you know, I understand. One of  
20 the key things is when you do go to  
21 develop, you have to -- whether -- whether  
22 it's what we can currently do or a proposed  
23 different idea, you have to make sure that  
24 there's not a capacity -- capacity issue or  
25 you have to mitigate for that and resolve

1 it, yeah.

2 UNKNOWN SPEAKER: I think as I --

3 I was a builder --

4 MR. TREBILCOCK: Yes.

5 UNKNOWN SPEAKER: -- and I see  
6 what's going on down here. If I see that  
7 going on, I see them building an overpass  
8 here to handle the traffic. That's the  
9 only way they're going to handle it, and  
10 that will drive down -- I -- I live right  
11 across the street in North Gate Village,  
12 and that will certainly drive down the  
13 value of the property. All right?  
14 It can't handle 400 more families.

15 MR. ARNOLD: Okay. Yes.

16 UNKNOWN SPEAKER: Hi. I live in the  
17 area. My kids go to Pine Ridge Middle  
18 School, and aside from the added traffic  
19 concerns compared to what they are now,  
20 understanding that it's based on the  
21 current zoning --

22 MR. TREBILCOCK: Sure.

23 UNKNOWN SPEAKER: -- my concern is  
24 has the traffic taken into account there  
25 are two driveways with oversight by Collier

1 County Public Schools, those are children  
2 driveways, those are not Corals and Brady  
3 and (Inaudible) and Sweet Bay driveways,  
4 those are Collier County Public School,  
5 which is Panther Lane, and I forget the  
6 name of the other one -- Pine Ridge  
7 Driveway, Pine Ridge Middle School  
8 driveway, those are going to be affected,  
9 and those are school safe passage for  
10 children.

11 MR. TREBILCOCK: Right, and that's  
12 what Wayne had mentioned. One of the  
13 things that the school folks will look at,  
14 what they see as impacts of the project for  
15 them, and we'll work to, you know, resolve  
16 any -- any issues there as far as that to  
17 make sure, like you said, you know, there  
18 aren't issues being created with the  
19 proposed development.

20 Yes, sir, I'm sorry.

21 UNKNOWN SPEAKER: (Inaudible.)

22 MR. TREBILCOCK: Yes, sir.

23 UNKNOWN SPEAKER: Two quick  
24 questions. One is what's the current  
25 zoning there right now?



1 UNKNOWN SPEAKER: Flood zone.

2 MR. ARNOLD: You can answer.

3 MR. TREBILCOCK: Zoning, it's a  
4 P & E zoning that allows the commercial  
5 uses that are there.

6 UNKNOWN SPEAKER: And the density  
7 that is permitted now is?

8 MR. TREBILCOCK: Wayne.

9 MR. ARNOLD: The current PUD permits  
10 no residential dwelling. That's the  
11 essence of our amendment.

12 UNKNOWN SPEAKER: Okay. So there's  
13 no residence -- resident permitted now, so  
14 you're going from a zoning change to change  
15 it, correct?

16 MR. ARNOLD: That's correct.

17 UNKNOWN SPEAKER: Okay. Now, that  
18 was one point I wanted to make. Number  
19 two, in light of traffic study, Goodland  
20 Road right now goes up to where Arthrex is  
21 going to change -- going to close the road.  
22 In addition to that, the Arthrex traffic  
23 hasn't even begun yet, and Arthrex is going  
24 before the planning committee to request a  
25 hotel to be built there now that was turned

1 down on the original Arthrex.

2 So you are going to have a disaster  
3 on Goodland Road, and Goodland Road goes to  
4 two lanes. It may be six lanes out here,  
5 but it goes to two lanes before it gets to  
6 the hospital.

7 MR. ARNOLD: That's correct, and --

8 UNKNOWN SPEAKER: (Inaudible.)

9 MR. ARNOLD: That's correct. Yeah,  
10 Norm actually did the traffic analysis for  
11 the Arthrex building that he and I were  
12 both involved in that PUD amendment, and  
13 Norm is well aware of the traffic impacts  
14 on Goodland Road. The modelling efforts is  
15 a little different. They're in a different  
16 segment of (Inaudible) road where you  
17 distribute traffic for zoning cases, but  
18 we're well aware of the traffic impacts  
19 associated with (Inaudible.)

20 UNKNOWN SPEAKER: I don't know how  
21 you measure the traffic now when the  
22 Arthrex complex has not been built. So  
23 that's going to be added to it, and what  
24 everybody here is concerned with is the  
25 traffic on Goodland Road, and this is --

1 I don't know if it's the worst  
2 intersection. Maybe Airport and Pine Ridge  
3 Road is the worst, but this ranks up there  
4 as the second or third worst in all of  
5 Collier County.

6 MR. ARNOLD: Yes, ma'am.

7 UNKNOWN SPEAKER: Have you already  
8 done traffic studies? I live in Pine Ridge  
9 as well. Have you already done traffic  
10 studies? And if so, are those results  
11 public, and are there times of day that you  
12 used them more in one day of the week in  
13 the year?

14 MR. TREBILCOCK: Yeah, at this point  
15 we prepared a traffic impact statement, and  
16 that's -- that's available. That's public  
17 record, and --

18 MR. ARNOLD: Sorry to interrupt.  
19 For any of you who would like, there's a  
20 link on our Grady Minor website to all the  
21 application submittal documents that are  
22 being evaluated by the county, and those  
23 will be continually updated by Sharon as  
24 we update those and make submittals back to  
25 the county.

1           So if you left your email address on  
2           the sign-in sheet or you didn't and you  
3           want to leave a business card or email  
4           address to make sure we send you those  
5           links, we'll be happy to do that.

6           MR. TREBILCOCK: What the county  
7           does when -- when we go to develop -- like  
8           at this point what we're doing is we're  
9           really doing a comparative to show that  
10          there's no net increase over what -- what's  
11          permitted, but when you actually go to  
12          develop, what the county requires, they --  
13          they have a -- kind of a -- they keep track  
14          of all the roadways and the conditions of  
15          the roads and monitor the traffic volumes,  
16          and they look at future developments as the  
17          gentleman had talked about, and they'll --  
18          they'll start to add those trips on from a  
19          planning standpoint, add those on.

20          So that we when we go to do the  
21          actual development itself, we'll then need  
22          to add our traffic onto, say, a given  
23          roadway link to make sure that there's not  
24          a failure and what we say a "significant  
25          impact." So then if that's the case, then

1 we have to do some other measures to  
2 address that.

3 UNKNOWN SPEAKER: (Inaudible.)

4 UNKNOWN SPEAKER: (Inaudible) Autumn  
5 Woods, you have an exit out on Airport Road  
6 and an exit out on Goodland Frank. These  
7 people have one entrance and one exit, and  
8 that's on Goodland.

9 MR. TREBILCOCK: For --

10 UNKNOWN SPEAKER: To get in and out  
11 of this place you're proposing, which is  
12 ridiculous.

13 MR. TREBILCOCK: For outside.

14 UNKNOWN SPEAKER: (Inaudible.)

15 MR. TREBILCOCK: Yeah, we have  
16 several accesses in the development.

17 UNKNOWN SPEAKER: Well, I live on  
18 Pompeii --

19 MR. TREBILCOCK: Okay.

20 UNKNOWN SPEAKER: -- and they  
21 changed Goodland Frank.

22 MR. TREBILCOCK: Right.

23 UNKNOWN SPEAKER: We used to be able  
24 to shoot across into North Gate.

25 MR. TREBILCOCK: Yes.

1 UNKNOWN SPEAKER: People still do  
2 that.

3 MR. TREBILCOCK: Right.

4 UNKNOWN SPEAKER: So what -- I mean,  
5 you're talking -- you're going to create a  
6 nightmare, not you personally.

7 MR. TREBILCOCK: I understand.

8 Yes, ma'am.

9 MR. TREBILCOCK: I'm sorry, back to  
10 my original question.

11 MR. ARNOLD: Yes, I'm sorry, yes.

12 UNIDENTIFIED SPEAKER: (Inaudible)  
13 traffic study, can you give us the days,  
14 the weeks, the times. I mean, is  
15 it multiple days, multiple weeks? Is  
16 it one day, one time (Inaudible.)

17 MR. TREBILCOCK: No, this study, as  
18 Wayne had mentioned, there's a study that's  
19 available. We looked at it as a trip  
20 generation of the development versus what  
21 is existing out there, and then when we go  
22 to do the final development where you do  
23 the more detailed analysis of existing road  
24 links, and what the county does there is  
25 they look at in their -- their road -- each

1 of the roads, they look at what they call  
2 is the peak capacity of road, and they  
3 determine, you know, highest peak level of  
4 traffic as they exist today, and then they  
5 add on what it being planned out in the  
6 area that they know.

7       It's kind of -- they call it kind of  
8 a checkbook concurrency thing where they --  
9 they add on the planned future developments  
10 and add that on so that way when we look at  
11 our development, we -- we make sure that  
12 there's not a break of link of roadway.

13       UNKNOWN SPEAKER: Okay. So if --  
14 if we have concerns about the data in the  
15 study, is there an avenue for us to express  
16 those concerns having had a chance to look  
17 at the information.

18       MR. TREBILCOCK: Yes, no, that's a  
19 good point. The county has traffic  
20 transportation planners on staff that would  
21 definitely receive that information and  
22 then they'll identify any concerns that  
23 they have as well to us, too.

24       So that -- you know, so you're able  
25 to take a look at the reports and voice any

1 concerns you have with that information or  
2 concerns you have, you know, like --  
3 because you do know the area well, you can  
4 identify the specific areas of concern such  
5 as an intersection here and there, so that  
6 way you make sure it does get addressed for  
7 you, so yes, ma'am.

8 UNKNOWN SPEAKER: Okay. Thank you.

9 MR. TREBILCOCK: Yes.

10 UNKNOWN SPEAKER: And in addition to  
11 that, there's two churches, and they had to  
12 have police to let people get in and out of  
13 those two churches every single Sunday  
14 morning. You're talking about putting 400  
15 apartments in. Who is going to direct the  
16 traffic to get these people in and out of  
17 the complex?

18 UNKNOWN SPEAKER: God.

19 MR. TREBILCOCK: Well, that, again,  
20 that's a an important thing that we can  
21 address specifically, but you know -- yes,  
22 Ray, back in the corner.

23 UNKNOWN SPEAKER: Hey, what is the  
24 reduction you can take for having mixed use  
25 development with the residential?



1 MR. TREBILCOCK: As far as what  
2 we do is we look -- you just look at what  
3 you call internal capture between the  
4 development.

5 UNKNOWN SPEAKER: And what's the  
6 internal capture rate?

7 MR. TREBILCOCK: I'd have to look.  
8 It's in the report I have, I don't have  
9 that off the top of my head, but it's --  
10 the county has accepted standards that they  
11 permit for that.

12 UNKNOWN SPEAKER: Okay.

13 MR. TREBILCOCK: So we won't go  
14 above those accepted standards or anything.

15 UNKNOWN SPEAKER: I've got another  
16 question. On your proposed  
17 (Inaudible) traffic analysis --

18 MR. TREBILCOCK: Yes.

19 UNKNOWN SPEAKER: -- it talks about  
20 the existing square footage.

21 MR. TREBILCOCK: Yes.

22 UNKNOWN SPEAKER: Would the intent  
23 of this report indicate that the existing  
24 commercial square footage is going to  
25 remain as is or is that just the allocated

1 square footage to date?

2 MR. TREBILCOCK: That's -- what --  
3 what we did is, from a conservative  
4 standpoint, is we looked at if -- if in a  
5 situation where we had built the 400 units  
6 and the existing square footage was not  
7 removed, what that impact would be as  
8 compared to the 275,000 square feet that's  
9 allowed.

10 UNKNOWN SPEAKER: Okay.

11 MR. TREBILCOCK: So, you know, as  
12 I said, realistically, they would probably  
13 see some existing building being  
14 demolished, but if that weren't the case  
15 and they could put those on, then that's a  
16 situation where we, like I said, basically  
17 have a wash in the traffic compared to  
18 what's allowed. It just allows just a  
19 mixed use of development.

20 UNKNOWN SPEAKER: Just a follow-up,  
21 and this might be a question for Wayne,  
22 just for the record, I'm Ray (Inaudible),  
23 I'm a resident of North Gate Village, and  
24 I'm also a board member of North Gate.

25 What is the extent or can the owner

1 elaborate on what they're demolishing and  
2 what will remain?

3 MR. ARNOLD: Let's see if David  
4 Genson from Barron Collier can take a shot  
5 at that. I know they've done some  
6 conceptual planning.

7 MR. GENSON: As you're all aware,  
8 we've had Sweet Bay vacant for many, many  
9 years. All right? So we're looking --  
10 we've had people trying to get in there and  
11 look at that space, see if we can rent  
12 it out or lease it out, I should say, and  
13 there hasn't been a lot of interest in that  
14 corner from a commercial perspective.  
15 So --

16 UNKNOWN SPEAKER: (Inaudible) out of  
17 Germany.

18 MR. GENSON: Excuse me.

19 UNKNOWN SPEAKER: (Inaudible)  
20 Germany. It's a grocery store.

21 MR. GENSON: Okay. Well --

22 UNKNOWN SPEAKER: (Inaudible.)

23 MR. GENSON: I'll tell you we've --  
24 we've talked to at least 25 different  
25 groceries around that -- national grocers.

1 All right?

2 UNKNOWN SPEAKER: (Inaudible.)

3 MR. GENSON: So there hasn't been a  
4 lot of interest because of the density  
5 around there, because Pine Ridge Estates is  
6 very -- it's not as dense as some of the  
7 other things. They look at it from -- from  
8 how many homes are within a certain radius  
9 and where other supermarkets are in  
10 proximity to them.

11 We are not planning anything  
12 definitive right now. We want the option  
13 if we -- if -- so be it, that we get  
14 someone from a residential perspective that  
15 wants to do something, then we would --  
16 we could do it, because we have the zoning.

17 Right now if we had to do --  
18 if we did 400 units there, the old Sweet  
19 Bay -- from Sweet Bay north, that would be  
20 demolished, and we would be putting those  
21 units in that area.

22 UNKNOWN SPEAKER: Okay.

23 MR. GENSON: Let me just finish.  
24 You know, the other thing that you got to  
25 keep in mind is you're all talking about

1 the traffic today. Keep in mind that that  
2 traffic today doesn't include Sweet Bay.  
3 It doesn't include a large grocer, so  
4 you're all maybe used to that grocery, but  
5 we have the entitlements for 275,000 square  
6 feet of which we have just over 200,000  
7 built right now.

8 So we can be putting that up there  
9 which would, you know, to what Norm is  
10 saying, we already have that right and  
11 we already have that, and what I wanted to  
12 make sure is what we did, and it's part of  
13 this proposal, is not to do anything more  
14 than what we are entitled to do.

15 I didn't -- I understand your  
16 concerns. I drive home, I live in Mill Run  
17 off of Orange Blossom. I drive home  
18 Goodland Frank Road everyday, and I'm  
19 struck behind three signals at Pine Ridge  
20 and Goodland. It's the most frustrating  
21 thing, but that's why -- and being that  
22 it's --

23 UNKNOWN SPEAKER: It's not getting  
24 better.

25 MR. GENSON: And it's not getting

1 any better, but there are other options as  
2 far as why make it Goodland Frank and why  
3 make it north of (Inaudible), but that's  
4 not in our purview. That's not what  
5 we address. We address the impacts that  
6 are identified by our project.

7 And I made it clear to our  
8 consultants that I did not want to increase  
9 the traffic on Goodland Frank Road or Pine  
10 Ridge more than what we were previously  
11 entitled for back in 1999 or 1998, whenever  
12 we did the original entitlements. So --  
13 yes, sir.

14 UNKNOWN SPEAKER: Have you thought  
15 about putting 30 houses there similar to  
16 the zoning across the street in Pine Ridge  
17 and having much less of an impact and being  
18 more of a hero with the community and  
19 having a little bit of good will as opposed  
20 to a lot of developers --

21 UNKNOWN SPEAKER: It's all about  
22 money.

23 UNKNOWN SPEAKER: -- who are just  
24 overpopulating this place.

25 MR. ARNOLD: Well, I appreciate

1 that, but, you know, we have -- we haven't  
2 been around for 111 years as a company by  
3 making bad financial decisions. We're  
4 going to do what makes most sense, and  
5 we're very cognizant of our presence in the  
6 community and want to do the right thing.  
7 We really do. I --

8 UNKNOWN SPEAKER: (Inaudible.)

9 MR. ARNOLD: -- I hear -- trust me,  
10 I'll tell you right now, I'm hearing every  
11 one of you, and I'll take your concerns  
12 back, and we'll talk about them, and we'll  
13 see how we can address most if not all  
14 these concerns.

15 Yes, sir.

16 UNKNOWN SPEAKER: How many of those  
17 400 units would be government subsidized  
18 housing or low-cost housing?

19 MR. ARNOLD: None.

20 UNKNOWN SPEAKER: None. What would  
21 be the retail prices you propose on those  
22 units, then, a ballpark?

23 MR. ARNOLD: A ballpark, I couldn't  
24 say. We talk about what the market rent is  
25 right now. Market rents are going for

1 around here about 60 about 70 a square foot  
2 for -- for rental apartments is what you  
3 see. So we would have a mix of anywhere  
4 between 700 square feet for, you know, a  
5 one bedroom to 1,500 square feet for three  
6 bedrooms, so yeah.

7 You're next.

8 MS. CHENEY: I'm Ellen Cheney, I'm  
9 with the Parkinson Association. We just  
10 four months ago rented a unit in what  
11 you're proposing to take down. If you take  
12 it down, how much warning are we going to  
13 get that we have to leave that. We have a  
14 three-year contract.

15 MR. ARNOLD: You rented a unit in  
16 where?

17 MS. CHENEY: In Sweet Bay, between  
18 Sweet Bay and (Inaudible.)

19 MR. ARNOLD: We're not taking that  
20 down.

21 MS. CHENEY: Oh, you're not?

22 MR. ARNOLD: No.

23 MS. CHENEY: You're leaving that  
24 section.

25 MR. ARNOLD: We're not taking that



1 down.

2 MS. CHENEY: (Inaudible.)

3 MR. ARNOLD: Everything --  
4 everything from the south of Sweet Bay  
5 would still remain. (Inaudible.)

6 UNKNOWN SPEAKER: Okay. (Inaudible)  
7 north unit (Inaudible), so I'm right on the  
8 end of Sweet Bay, and I've been trying to  
9 acquire the space next to me since  
10 November.

11 MR. ARNOLD: Okay.

12 UNKNOWN SPEAKER: And I've been  
13 given the runaround since November that  
14 nobody knows who holds the lease on that to  
15 the point where I went from Sweet Bay to  
16 (Inaudible) to Southeastern Groceries, and  
17 I even contacted CEO of Southeastern  
18 Groceries --

19 MR. ARNOLD: Okay.

20 UNKNOWN SPEAKER: -- to find out  
21 about subletting that space.

22 MR. ARNOLD: Sure.

23 UNKNOWN SPEAKER: And nothing. I'd  
24 like to be able to expand my business --

25 MR. ARNOLD: Okay.

1 UNKNOWN SPEAKER: -- but you're now  
2 telling me that my business is one of the  
3 ones that --

4 MR. ARNOLD: Potentially,  
5 potentially.

6 UNKNOWN SPEAKER: So I've got a  
7 ten-year lease.

8 MR. ARNOLD: Right.

9 UNKNOWN SPEAKER: And I've only been  
10 in there a year. I just spent almost  
11 200,000 on my buildout. What happens to  
12 me?

13 MR. ARNOLD: Well, we would make  
14 certain provisions to either relocate you.  
15 There are other opportunities to be in that  
16 development. We certainly are not going to  
17 sit there and do anything at that would be  
18 detrimental to you or your business.

19 UNKNOWN SPEAKER: When? Like what  
20 am I looking at?

21 MR. ARNOLD: Ma'am, I don't know.  
22 Again, folks, we don't know if we're even  
23 going to do this. Okay?

24 UNKNOWN SPEAKER: Right, a  
25 hypothetical.

1           MR. ARNOLD: So tomorrow, Lucky's  
2 could come to us and say, hey, we want  
3 Sweet Bay. We're doing Lucky's, we're not  
4 doing residential. We're just wanting the  
5 flexibility, and whatever impact we would  
6 have on existing retail customers, we would  
7 make sure that we would treat you fairly  
8 and right.

9           Ma'am in the back.

10          UNKNOWN SPEAKER: A similar  
11 situation with people that have come  
12 through me for reasons of proximity and  
13 questions about pursuing the sublets lease  
14 or exchange of the Sweet Bay space under  
15 the zoning allowances currently.

16          And whatever signs are in that  
17 window to call, they gave the same  
18 information that is not available. We are  
19 paying out our lease, and we're finding  
20 somebody, we've got somebody in mind who's  
21 one response. It's inconsistent with what  
22 you're saying is what I'm tell you.

23          MR. ARNOLD: We don't handle the  
24 lease. Whatever is there, that's a  
25 long-term lease by Sweet Bay, and that is

1 something that they have to deal with.  
2 They're -- they're still paying us for that  
3 space.

4 UNKNOWN SPEAKER: And that's -- that  
5 was said, and in the response to contacting  
6 people that they relayed us to in the  
7 county and said that the space is not  
8 available, because I guess by your  
9 statement, they are. They're getting  
10 their -- they're getting their money from  
11 Sweet Bay at the moment, so there is  
12 nothing available because there's a tenant  
13 in there at the moment, but I'm interested  
14 to fill the space. That message has not  
15 been available.

16 MR. ARNOLD: It's in the best  
17 interest of Sweet Bay to make that space  
18 available, and what they're doing we don't  
19 control, because they -- they're the ones  
20 that have signed on the lease.  
21 I appreciate what you're saying.

22 Yes, sir.

23 UNKNOWN SPEAKER: What other  
24 considerations have you given for the space  
25 besides housing.

1 MR. ARNOLD: We have not given any  
2 other considerations.

3 UNKNOWN SPEAKER: Nothing else?

4 MR. ARNOLD: I mean, just other than  
5 retail and office that's already permitted  
6 in there, so --

7 UNKNOWN SPEAKER: (Inaudible) you  
8 already said you were pursuing a number of  
9 different things, you didn't get any  
10 interest. What did you pursue?

11 MR. ARNOLD: Uh-huh, like I said,  
12 we pursued other supermarkets that would  
13 maybe be interested in this space.

14 UNKNOWN SPEAKER: Would you be  
15 interested in hearing something other than  
16 something that's going to bring a lot of  
17 traffic such as your 400 units?

18 MR. ARNOLD: Sir, you know, again,  
19 I can't -- I have to speak by what my  
20 consultants are telling me with respect to  
21 the traffic and what I told them that  
22 I wanted there to be no net increase in the  
23 traffic over what's previously (Inaudible),  
24 so --

25 UNKNOWN SPEAKER: Sweet Bay hasn't

1     been in there for years --

2             MR. ARNOLD:     Right.

3             UNKNOWN SPEAKER:  -- so we really  
4     don't have a good measure of how much  
5     (Inaudible.)

6             MR. ARNOLD:     That's why we use --  
7     that's why they use models to do  
8     everything.  So I -- I appreciate what you  
9     guys see today.

10            UNKNOWN SPEAKER:  There's been a lot  
11     added since Sweet Bay -- in the area since  
12     Sweet Bay's closed.  So if you open even  
13     Sweet Bay again, it would be a whole  
14     different matter than it was five years  
15     ago.

16            MR. ARNOLD:     Understood, but again,  
17     to the point of that goes -- that's 275,000  
18     square feet of uses that are already  
19     approved, they're already accounted for in  
20     the county's models.

21            UNKNOWN SPEAKER:  That was approved  
22     before there was a lot of additional stuff  
23     going around.

24            MR. ARNOLD:     And that all has been  
25     added into the model, and so now the new

1 model that we're using already has those  
2 approved uses since we were approved in  
3 there.

4 The gentleman in the black t-shirt,  
5 sure.

6 UNKNOWN SPEAKER: If I understand  
7 this correct, the general consensus of most  
8 people here is there's plenty of traffic  
9 out there that -- already (Inaudible.)

10 MR. ARNOLD: Right, and I concur  
11 with that.

12 UNKNOWN SPEAKER: So we have the  
13 33-acre piece of land, and it's just really  
14 not doing very well commercially, that's  
15 the (Inaudible.)

16 MR. ARNOLD: Right.

17 UNKNOWN SPEAKER: Okay. So  
18 (inaudible) here is thinking what's the  
19 highest and best use? Well, it looks like  
20 it might very well be residential would be  
21 the highest and best.

22 MR. ARNOLD: Uh-huh.

23 UNKNOWN SPEAKER: What you're  
24 saying, you got 275,000 square feet  
25 approved, you've only done 205,000, you

1 said?

2 MR. ARNOLD: Right.

3 UNKNOWN SPEAKER: So you could build  
4 another 60,000 foot of square -- of retail.  
5 Why do that when you haven't rented out the  
6 rest of it anyway, so that's not going to  
7 happen.

8 MR. ARNOLD: Right.

9 UNKNOWN SPEAKER: So what you're  
10 saying, then, is if you were successful in  
11 building that out with retail and filling  
12 it up, which doesn't look like it's going  
13 to happen, the amount of traffic that would  
14 then be generated by a completely full  
15 33-acre retail spot would be actually less  
16 than doing what you are planning, which is  
17 adding more -- or could do, you know,  
18 it would actually be less. That's what  
19 you're saying.

20 MR. ARNOLD: No, I'm saying --

21 UNKNOWN SPEAKER: (Inaudible.)

22 MR. ARNOLD: -- 400 units plus the  
23 200,000 square feet we have built here  
24 today.

25 UNKNOWN SPEAKER: Right.



1 MR. ARNOLD: Right.

2 UNKNOWN SPEAKER: Right.

3 MR. ARNOLD: Is actually about --  
4 is a wash, and I can tell you right now the  
5 205,000 would actually be less, because  
6 we would have to demolish part of that --  
7 part of that center to put 400 units. So  
8 in reality the traffic would be less from a  
9 build out standpoint.

10 UNKNOWN SPEAKER: It would be  
11 less -- it would be less if it was built  
12 out. The problem we have here is that  
13 we're used -- we're used to dealing with 33  
14 acres that's not hardly built out at all.

15 MR. ARNOLD: Right.

16 UNKNOWN SPEAKER: That's generated  
17 very little traffic.

18 MR. ARNOLD: Uh-huh.

19 UNKNOWN SPEAKER: And we still think  
20 it's too busy. It is too busy. So when  
21 you do this, there's just no getting around  
22 it.

23 MR. ARNOLD: Right.

24 UNKNOWN SPEAKER: It's going to  
25 generate a lot more traffic.

1 MR. ARNOLD: Yeah, yes, sir.

2 UNKNOWN SPEAKER: Just from an  
3 understanding perspective, is this  
4 basically approved and we're tweaking it,  
5 or is it not approved and it can be killed?

6 UNKNOWN SPEAKER: That's what I want  
7 to know.

8 MR. ARNOLD: It is -- the 275,000  
9 square feet that we're allowed today is  
10 already approved. There's no killing that.

11 UNKNOWN SPEAKER: So what does it --  
12 what does that mean? What's approved?  
13 I mean, the housing is approved?

14 MR. ARNOLD: No, the 275,000 square  
15 feet --

16 UNKNOWN SPEAKER: What's there now?

17 MR. ARNOLD: -- of retail and  
18 office.

19 UNKNOWN SPEAKER: What's there now?

20 MR. ARNOLD: No, not even what's  
21 there now. We have vacant parcels that  
22 we can still build on in there. The --  
23 what's not approved right now is the  
24 additional 400 units. That's the -- that's  
25 the one thing that we ultimately have to go

1 before the Collier County Planning  
2 Commission as well as the board of county  
3 commissioners on.

4 UNKNOWN SPEAKER: How many more  
5 square feet is that, the residential part?

6 MR. ARNOLD: We haven't done that  
7 kind of analysis of how much square footage  
8 that adds. I would have -- again,  
9 we really -- we're doing this to look out  
10 into the future and provide flexibility.  
11 I can't -- I can't say for certain with any  
12 degree of certainty of how much --  
13 if we are even going to do it.

14 UNKNOWN SPEAKER: My point is that  
15 right now you have -- you have the right to  
16 do 270 square feet, 270,000 square feet  
17 that you can build commercially, but  
18 we don't know how many square feet you can  
19 build that you're going to try to go and  
20 build. You don't know how much square  
21 footage of those 400 units would be.

22 MR. ARNOLD: Well, sir, the county  
23 doesn't measure the intensity of  
24 residential by square feet. They measure  
25 it by the type of dwelling unit. So Norm

1 has prepared his traffic analysis based on  
2 the number of units. That's 400 units, and  
3 that's how the county --

4 UNKNOWN SPEAKER: Well, I believe  
5 that the 270,000 square feet of commercial  
6 would be -- would be a lot less traffic  
7 than 400 families moving in.

8 MR. ARNOLD: Well, that's the point  
9 that David was indicating, that the traffic  
10 analysis that Norm has used which utilizes  
11 the IET traffic standards as well as the  
12 county's methodology for zoning is that  
13 it's neutral what we're proposing to do  
14 regarding traffic.

15 UNKNOWN SPEAKER: (Inaudible.)

16 MR. ARNOLD: Can you -- can we have  
17 some questions from folks that haven't had  
18 an opportunity yet. This woman back here.

19 UNKNOWN SPEAKER: (Inaudible) you  
20 don't have a conceptual layout of what  
21 you're proposing or where you're actually  
22 proposing it at this point in time. My  
23 question is the properties, the (Inaudible)  
24 properties that were (Inaudible) at this  
25 point in time, you're talking about only

1 demolishing things north of Sweet Bay; is  
2 that correct?

3 UNIDENTIFIED SPEAKER: (Inaudible.)

4 UNIDENTIFIED SPEAKER: So that  
5 the -- the bank and then Starbucks shopping  
6 center and then the building that's on the  
7 corner, those are all going to stay where  
8 they are?

9 MR. ARNOLD: Correct.

10 UNKNOWN SPEAKER: I think my concern  
11 is, part of it is the height of the  
12 building, and we live in North Gate  
13 Village, and having those buildings really  
14 close to Pine Ridge Road at that height  
15 would be having them look directly into our  
16 backyard kind of thing.

17 How far north would you actually set  
18 these buildings? I think for our area that  
19 would be one of the -- one of the things  
20 that (Inaudible) to look at.

21 MR. ARNOLD: Well, here's an aerial,  
22 and can you see here's where the -- where  
23 the Sweet Bay -- I'm sorry, and here's  
24 where Sweet Bay was. So we were looking at  
25 doing -- doing it in here as well as a

1 portion over here in this vacant lot. So  
2 not -- nothing closer to Pine Ridge.

3 UNKNOWN SPEAKER: So the higher  
4 buildings that you're talking about putting  
5 in there would not --

6 MR. ARNOLD: They wouldn't --

7 UNKNOWN SPEAKER: (Inaudible.)

8 MR. ARNOLD: You know, from my hand  
9 above.

10 UNKNOWN SPEAKER: 100 units plus  
11 your commercial areas.

12 MR. ARNOLD: Right.

13 UNKNOWN SPEAKER: If (Inaudible)  
14 building and those -- the other buildings  
15 stay?

16 MR. ARNOLD: Yeah.

17 UNKNOWN SPEAKER: Okay. All right.

18 MR. ARNOLD: (Inaudible.)

19 UNKNOWN SPEAKER: So the only  
20 entrance, then, going into those commercial  
21 areas is going to be off Pine Ridge Road?

22 UNKNOWN SPEAKER: No.

23 MR. ARNOLD: No.

24 UNKNOWN SPEAKER: (Inaudible.)

25 MR. ARNOLD: We're going to maintain

1 all the access points.

2 UNKNOWN SPEAKER: (Inaudible.)

3 MR. ARNOLD: School Road. This  
4 gentleman's had his hand up for a while.

5 UNKNOWN SPEAKER: With what you're  
6 proposing, does that essentially open up  
7 the door for a Mercado on a smaller scale  
8 type development where you have the mixed  
9 use, you have the retail on the bottom and  
10 then apartments, condos, rentals on the top  
11 where you have this commercial (Inaudible)  
12 kind of concept, is that what the ultimate  
13 goal is, that is what is going to come in  
14 there or is it going to be an apartment  
15 complex, gated apartment complex or senior  
16 living, assisted living with the retail  
17 commercial that's already existing and  
18 there. Like what's -- what's the -- what's  
19 the grand scheme or is this what you're  
20 trying to push through?

21 MR. ARNOLD: Well, what we're  
22 proposing is to make this a true mixed use  
23 right now. The county considers it mixed  
24 use because it has retail and office, but  
25 the insertion of residential would make

1 it true mixed use, and whether that meant  
2 there would be some lighter retail  
3 buildings below some of the multifamily,  
4 we don't know. Nothing we're doing is  
5 precluding that from occurring, but I'm not  
6 sure it's going to be Mercado like in that  
7 instance, but it will be truly mixed use  
8 if the residential component is built.

9         Anybody not asked their question  
10 yet? Yes, ma'am.

11         UNKNOWN SPEAKER: What will the  
12 price of these units cost?

13         MR. ARNOLD: I think it's a little  
14 too early for us to say. I mean, it's --  
15 it's proposed to be market rate, so  
16 whatever the market is going to be when  
17 they would come out of the ground with  
18 this, at the earliest, it's going to be a  
19 year plus, something like that, so whatever  
20 the market is going to be in 2018, perhaps.

21         UNKNOWN SPEAKER: So it wouldn't be  
22 (Inaudible) by people (Inaudible) but  
23 people who visit here?

24         MR. ARNOLD: Well, it's -- it's all  
25 whatever the market will bear for the real



1 estate market for anything else in the  
2 community.

3 Yes, ma'am.

4 UNKNOWN SPEAKER: When you talk  
5 about you're zoned right now for 275,000  
6 square feet and of commercial use, and then  
7 you -- but you don't measure residential  
8 400 units by square feet, then is there in  
9 your proposal a plan to cut that number of  
10 275 down to something lower, so some lower  
11 number, I don't know, 100 plus 400 units,  
12 is it some proposal like that?

13 MR. ARNOLD: That's not exactly how  
14 we've structured it.

15 UNKNOWN SPEAKER: Or is it 275 plus  
16 400?

17 MR. ARNOLD: Let me let Norm address  
18 how (Inaudible) analysis.

19 MR. TREBILCOCK: Right, the -- what  
20 I did on that traffic analysis is  
21 conservatively said if the existing -- all  
22 the existing buildings stayed, which is  
23 about, say, 205,000 square feet, and then  
24 we add the 400 units, so that would be that  
25 development scenario. So that is, in fact,

1 70,000 square feet less of commercial than  
2 what's currently there.

3 UNKNOWN SPEAKER: (Inaudible) the  
4 county is we cut back to 205 plus 400  
5 units?

6 MR. TREBILCOCK: Right, they're just  
7 looking to have an alternative way to  
8 develop the property is really what they're  
9 looking at, as -- as Wayne would say, in a  
10 true mixed use, not just office and  
11 commercial, but office, commercial, and  
12 residential, if that would in fact be a  
13 better way to develop the property, uh-huh.

14 UNKNOWN SPEAKER: (Inaudible.)

15 UNKNOWN SPEAKER: I'm not sure --  
16 I'm not sure who would answer this  
17 question --

18 MR. ARNOLD: Ask.

19 UNKNOWN SPEAKER: But I guess we all  
20 would be interested in knowing, this is an  
21 informational meeting, I guess, is there  
22 something we can do to prevent this density  
23 from happening? What -- what are we here  
24 as residents in the area entitled to object  
25 to and what can we push through on our own?

1 What -- you know, what kind of a say do  
2 we have here? You're telling us what  
3 we think is going to happen, what can we do  
4 to prevent it?

5 MR. ARNOLD: Well, a project of this  
6 type requires two public hearings which are  
7 advertised in notes publicly, and every  
8 person who appears at those meetings has  
9 the right to tell the planning commission  
10 and/or their county commissioners what they  
11 think about the project.

12 UNKNOWN SPEAKER: And then what  
13 happens? You say, oh, that's very  
14 interesting, now we'll just go ahead and do  
15 what we planned.

16 MR. ARNOLD: Well, that's obviously  
17 up to them. I mean, we have to gain their  
18 approval to build any of the residential  
19 units we're talking about. So the planning  
20 commission makes a recommendation to the  
21 board of county commissioners. The  
22 ultimate decision rests with the board of  
23 county commissioners.

24 UNKNOWN SPEAKER: Hey, Wayne, is  
25 there any meeting been scheduled yet?

1 MR. ARNOLD: We do not have any  
2 public hearing date scheduled yet. We're  
3 very likely a couple of months away at  
4 least from the first meeting.

5 UNKNOWN SPEAKER: (Inaudible) a  
6 couple of months so it's not during the  
7 summer where people (Inaudible.)

8 MR. ARNOLD: We really don't have  
9 control over when those meetings occur.  
10 The county --

11 UNKNOWN SPEAKER: (Inaudible.)

12 MR. ARNOLD: I wish I can make them  
13 work that way, but it never seems to  
14 happen.

15 UNKNOWN SPEAKER: (Inaudible.)

16 MR. ARNOLD: Yes, sir.

17 UNKNOWN SPEAKER: I want to answer  
18 your question a little bit, and you need a  
19 change of zoning. Right now you can't  
20 build any residential here; is that  
21 correct?

22 MR. ARNOLD: That's correct.

23 UNKNOWN SPEAKER: You need to change  
24 the zoning. In order to change the zoning,  
25 the county commissioners need a

1 supermajority, they need four votes to  
2 change the zoning. If they get three, this  
3 doesn't happen. Okay? So for all of you  
4 people to go to meetings, that's what you  
5 need. You need two county commissioners to  
6 vote no.

7 UNKNOWN SPEAKER: Do you keep this  
8 (Inaudible) not exactly centrally -- well,  
9 centrally involved, but do you keep us  
10 informed as to the projection of the  
11 meetings in different places?

12 MR. ARNOLD: We can. Sharon is  
13 going to create a link on our website,  
14 GradyMinor.com website that will link you  
15 to the submittal documents that are under  
16 review by Collier County.

17 UNKNOWN SPEAKER: Is that the only  
18 place, the only announcement you'll have?

19 UNKNOWN SPEAKER: (Inaudible.)

20 MR. ARNOLD: Well, this -- this is  
21 our meeting. All the future meetings are  
22 Collier County's meetings. This is an  
23 informational meeting for the developer.  
24 All the following meetings will be publicly  
25 noticed county meetings.

1 UNKNOWN SPEAKER: Okay.

2 MR. ARNOLD: So if you received a  
3 notice for this meeting, you should receive  
4 a notice for that through the newspaper  
5 ads, and when it goes to the zoning and  
6 hearing schedule for planning commission  
7 and the board, you'll see the 4 by 8 poster  
8 boards that will probably have several  
9 fronting Pine Ridge Road and Goodland Frank  
10 Road noticing the dates and times for those  
11 public meetings.

12 Yes, ma'am.

13 MS. MARTINO: Yes, sorry, I didn't  
14 introduce myself before. My name is  
15 Caroline Martino, I'm president of the Pine  
16 Ridge Civic Association at the moment, and  
17 I want to go on the record with the tape  
18 with two concerns that Pine Ridge residents  
19 have voiced. One is water. We're on  
20 wells.

21 MR. ARNOLD: Okay.

22 MS. MARTINO: And they're already --  
23 because we're obviously in a drought,  
24 however severe you consider it, we're in a  
25 drought, and some people are already

1 starting to experience with the older  
2 wells, failure in their wells. So we have  
3 a real concern about the amount of water  
4 that 500 or 400 new residences would use,  
5 which surely would be more than commercial  
6 space because of, well, I'm won't go into  
7 that but anyway.

8 And the other is concern, I think,  
9 that we all should at least take  
10 (Inaudible) of the build height.  
11 Permission is 50 feet. You're talking  
12 about asking for 55, probably 60. That's  
13 an extra 10 square -- 10 feet. So how high  
14 would the buildings be, how many stories  
15 are you thinking, because 10 feet is quite  
16 a lot of extra to what's permitted now,  
17 so --

18 MR. ARNOLD: (Inaudible) zone height  
19 and actually height of 60 feet would allow  
20 us to do five stories. The -- to the  
21 gentlemen's question before about this  
22 being a mixed use, we did have intentions  
23 for some of the buildings have to  
24 commercial on the bottom floor with then  
25 the residences above it.

1           So, yes, we are looking at this as a  
2 true mixed use. It's not going to be  
3 Mercadoesque, trust me, because we're not  
4 going to sell them for \$1 million, that's  
5 for sure, but it is going to be more of  
6 that type.

7           UNKNOWN SPEAKER: That's even more  
8 traffic if there's commercial density  
9 (Inaudible.) That place is a mess.

10          UNKNOWN SPEAKER: Can't hear the  
11 question.

12          UNKNOWN SPEAKER: Not just  
13 residence.

14          MR. ARNOLD: Ma'am, do you have a  
15 question?

16          UNKNOWN SPEAKER: I was asking about  
17 the size. You said that they're going to  
18 be market value, but how about the size,  
19 what would be the smallest unit you would  
20 build and the biggest unit?

21          MR. ARNOLD: I think the minimum  
22 square footage we have for an apartment  
23 single, we have one-bedroom apartment is  
24 700 square feet, and then typically you're  
25 seeing, you know, 13 -- 1,300 square feet,



1 you know, 1,400 square feet for a  
2 three-bedroom. Mike, maybe you know  
3 better, but --

4 UNKNOWN SPEAKER: So this would be  
5 rental units?

6 MR. TIMMERMAN: (Inaudible.)

7 MR. ARNOLD: What's that?

8 MR. TREBILCOCK: Yeah, that's pretty  
9 typical.

10 MR. ARNOLD: That's pretty typical,  
11 so 13 to 1,500 square feet.

12 UNKNOWN SPEAKER: So that would be  
13 the rental, and then you said you're going  
14 to have also residences for sale?

15 MR. ARNOLD: We have the option.  
16 Right now we haven't looked at anything for  
17 for-sale products. It's all been rental.

18 UNKNOWN SPEAKER: Okay.

19 MR. ARNOLD: Ma'am?

20 UNKNOWN SPEAKER: I have a question  
21 about traffic.

22 UNKNOWN SPEAKER: Repeat the  
23 question.

24 MR. ARNOLD: Yes.

25 UNKNOWN SPEAKER: A few days ago

1 I -- I live in Pine Ridge Estates, and  
2 exiting on Pine Ridge Estates most of the  
3 streets you have to make a right turn.  
4 If you want to go the opposite direction,  
5 you make a right turn, and then you have to  
6 make a u-turn. It took me, I think, over  
7 ten minutes before traffic -- I got into  
8 the lane, and it took me over ten minutes  
9 before traffic cleared and I could make  
10 that u-turn.

11 And -- and I don't know if you were  
12 aware of that problem, people trying to go  
13 this the opposite direction to make u-turns  
14 with 400 more residents coming, you're  
15 going to be waiting very long to make a  
16 u-turn to go where you're going. And also  
17 a lot of the snowbirds do not (Inaudible)  
18 Florida, u-turn has right-of-way over right  
19 turn, I believe, and you're making a u-turn  
20 and a right turn is cutting you off, and  
21 this is a safety issue, so are you aware of  
22 that?

23 MR. ARNOLD: Yeah, one of the  
24 things, especially when you go to do like  
25 detailed development plans and things is

1 what we have to always look at is look at  
2 any impacts on like you're saying, our  
3 traffic, we do a circulation of it, and  
4 if we add what they call a "queue" to a  
5 turn lane, you have to extend that turn  
6 lane to accommodate that or --

7 UNKNOWN SPEAKER: (Inaudible.)

8 MR. ARNOLD: -- or make -- well,  
9 that we haven't gotten into those specific  
10 details for the uses, because you've got to  
11 put those into -- into play, but all  
12 that -- just from my own experience out  
13 there, that would really be some, you know,  
14 manageable items.

15 The area that you've identified is  
16 kind of going the opposite direction.  
17 I mean, there's some benefits. There is a  
18 signal there that is -- is available.

19 UNKNOWN SPEAKER: There's no signal  
20 in the (Inaudible.)

21 MR. ARNOLD: Right, no, exactly,  
22 but -- but the traffic from this  
23 development would be not directly going out  
24 to, say, Center Street itself. It's -- you  
25 know, they have a full median opening

1 available right there at the access road,  
2 you know, Panther Lane right there. So  
3 anybody that wants to go, say, in the  
4 opposite direction to head southbound can  
5 go to that, they don't need to go up to,  
6 say, Center Street to make a u-turn to go  
7 back, because you're already there.

8 UNKNOWN SPEAKER: (Inaudible.)

9 UNKNOWN SPEAKER: We're talking  
10 about Pine Ridge Estates, if you want to  
11 go -- if you're exiting on Center Street at  
12 Goodland Frank --

13 MR. ARNOLD: Yes.

14 UNKNOWN SPEAKER: -- you have to  
15 make a right turn, which is southbound.

16 MR. ARNOLD: Yes.

17 UNKNOWN SPEAKER: But then if you  
18 want to go north, then you have to make a  
19 u-turn (Inaudible.)

20 MR. ARNOLD: Yeah, no, and you're  
21 right, yeah, and I remember that being put  
22 in. It used to be a full median opening  
23 there, and they had, unfortunately, some  
24 accidents and stuff that really  
25 necessitated the need to put that in, but

1 that's something that would need to be  
2 addressed.

3 UNKNOWN SPEAKER: Your issue about  
4 Panther Lane was not addressed (Inaudible)  
5 because there's much more traffic there.

6 UNKNOWN SPEAKER: It will be more  
7 traffic.

8 MR. ARNOLD: Right, but we really  
9 wouldn't be adding the traffic that you're  
10 saying on that Center Street. That would  
11 be the key thing.

12 UNKNOWN SPEAKER: (Inaudible.)

13 UNKNOWN SPEAKER: (Inaudible.)

14 UNKNOWN SPEAKER: One at a time  
15 please. Please, we have to record this.

16 MR. ARNOLD: Yeah. Yes, ma'am.

17 UNKNOWN SPEAKER: I am a Pine Ridge  
18 Estates resident.

19 MR. ARNOLD: Yes.

20 UNKNOWN SPEAKER: I've lived there  
21 18 years.

22 MR. ARNOLD: Uh-huh.

23 UNKNOWN SPEAKER: When I first moved  
24 there, I could make a left off of Pine  
25 Ridge.

1 MR. ARNOLD: Correct.

2 UNKNOWN SPEAKER: Then I could  
3 make -- you know, I couldn't -- you  
4 couldn't make a left, you couldn't make a  
5 left anymore. I had to go down to the next  
6 one, very hard. Then 41, no more u-turn.  
7 I have to go across to make a u-turn to get  
8 out of -- to get out of most places now you  
9 have to make a u-turn or do something.

10 MR. ARNOLD: Right.

11 UNKNOWN SPEAKER: Okay. Also I work  
12 at Pine Ridge. There's no empty classrooms  
13 in Pine Ridge. I'm not speaking as a  
14 representative of the school, but I work  
15 there.

16 MR. ARNOLD: Right.

17 UNKNOWN SPEAKER: And I know there's  
18 already no room.

19 MR. ARNOLD: Gotcha.

20 UNKNOWN SPEAKER: So that's going to  
21 have a huge impact along with Panther Lane.

22 MR. ARNOLD: Uh-huh.

23 UNKNOWN SPEAKER: There's already  
24 traffic there. I'm going there three days  
25 a week.

1 MR. ARNOLD: Right.

2 UNKNOWN SPEAKER: I can tell you  
3 morning, the afternoon, and so forth, and  
4 I don't really even see that there's 31  
5 acres. Are you going to like take that  
6 lake and fill it in, because, I mean,  
7 there's really not much land. I was  
8 looking at it today when I was at Pine  
9 Ridge Middle. There's not that much space.  
10 You're talking about a lot of people, and  
11 I know you did your study, but I also think  
12 there's common sense.

13 MR. ARNOLD: Right.

14 UNKNOWN SPEAKER: When you look at  
15 this traffic out here, it's horrendous.  
16 How can -- it's going to have an impact.  
17 It's going to impact.

18 MR. ARNOLD: Okay. No, there is a  
19 site plan that can kind of help you.  
20 It outlines the property, it may be helpful  
21 to you.

22 Yes, sir, in the back.

23 UNKNOWN SPEAKER: It's obviously  
24 that everyone's concern is the traffic.

25 MR. ARNOLD: Yes.

1 UNKNOWN SPEAKER: This is probably  
2 the worst development you can put in here  
3 is 400 units, so unless you come back with  
4 something else, people aren't satisfied.  
5 So are you going to have another meeting  
6 with an additional -- some other plan, an  
7 alternate plan? People are not going to  
8 accept the traffic that comes out of 400  
9 units. It's not going to work.

10 UNKNOWN SPEAKER: In addition to the  
11 (Inaudible.)

12 UNKNOWN SPEAKER: Yeah.

13 MR. ARNOLD: Well, we appreciate  
14 your comments, and as Mr. Genson indicated,  
15 he's going to take the feedback  
16 (Inaudible.)

17 UNKNOWN SPEAKER: How do you get to  
18 this point without considering some  
19 alternative?

20 MR. ARNOLD: Well, we're here  
21 tonight discussing our proposed plans with  
22 you.

23 UNKNOWN SPEAKER: But you didn't --  
24 you didn't present us with anything other  
25 than 400 units.



1 MR. ARNOLD: Well --

2 UNKNOWN SPEAKER: It doesn't appear  
3 as if you've given any other alternative  
4 any consideration.

5 MR. ARNOLD: Well, the alternative  
6 is that he continues to build out all of  
7 the commercial development that's currently  
8 unbuilt which has an additional traffic  
9 impact, but you get no say in it, sorry  
10 (Inaudible.)

11 UNKNOWN SPEAKER: But there's a  
12 reason why that retail failed. It's  
13 because it's a lousy place to get into and  
14 out of.

15 MR. ARNOLD: (Inaudible) economics  
16 of why it failed (Inaudible.)

17 UNKNOWN SPEAKER: (Inaudible.)

18 MR. ARNOLD: I'm going to try to  
19 wrap up. Anybody who hasn't asked a  
20 question that would like to that didn't get  
21 a chance to?

22 Yes, ma'am.

23 UNKNOWN SPEAKER: I think the main  
24 concern that everybody has is the traffic  
25 patterns for residential is totally

1 different than the traffic patterns for  
2 commercial. At eight o'clock in the  
3 morning, I don't care where you go in this  
4 town, there aren't 400 cars in a grocery  
5 store, people shopping at the same time.  
6 So when I'm trying to get to work and  
7 there's a Sweet Bay up there, that never  
8 interfered with me.

9 Now you're changing the pattern of  
10 traffic. You're putting residential. Now  
11 they're competing with me when I'm trying  
12 to get to work early in the morning,  
13 they're competing with the kids trying to  
14 get to school.

15 Most stores don't open up -- well,  
16 grocery stores open early, but all the  
17 other adjacent stores, a lot of them don't  
18 open until ten o'clock. So it's a totally  
19 different traffic pattern here, and I think  
20 that's what everybody's griping about.

21 UNKNOWN SPEAKER: (Inaudible.)

22 UNKNOWN SPEAKER: We don't want to  
23 compete with that.

24 MR. ARNOLD: No, we appreciate that  
25 feedback, and Norm and David are going to

1 go back and discuss all of your feedback.

2 UNKNOWN SPEAKER: That's the bottom  
3 line.

4 MR. ARNOLD: Any -- any topic  
5 we haven't covered yet that somebody wants  
6 to make sure we hear from?

7 UNKNOWN SPEAKER: (Inaudible) you're  
8 saying that you're going to destroy  
9 commercial and build residential, but then  
10 you also mention that the first level will  
11 be commercial, so you basically are not  
12 losing much commercial space, you're just  
13 adding residential.

14 MR. ARNOLD: Yeah, in our -- in  
15 our -- again, the (Inaudible) to be  
16 conservative or high on impacts and things  
17 in looking at it, so what we did is we made  
18 the broad assumption that none of the  
19 commercial would -- would change and that  
20 we add the residential to it. What they're  
21 talking about that they anticipate is more  
22 of a practical matter, they would  
23 anticipate reduce -- you know, eliminating  
24 some of that commercial, but -- but in  
25 reality, in terms of the analysis I looked

1 at, at least, I compared the 275,000 that's  
2 allowed by right and compared it to what's  
3 there on the ground today plus 400 units,  
4 and it's, you know, basically a wash.

5 UNKNOWN SPEAKER: But in addition to  
6 the 400 units you're saying you're going to  
7 add other first level also commercial.

8 MR. ARNOLD: No, it really just --  
9 what they're saying is it potentially would  
10 just be replaced. You know, you can't like  
11 build, say, the units on top of the  
12 existing structures, because they weren't  
13 designed for that, so if they redeveloped,  
14 they would -- they would kind of maintain  
15 that same amount of square footage and put  
16 the units on top above that if that makes  
17 sense. Okay?

18 UNKNOWN SPEAKER: Are you also doing  
19 studies on infrastructure like the  
20 Walgreens on 41? I go to the Walgreens on  
21 41 and it's ten people already just because  
22 the snowbirds are here, and I have to wait  
23 for my prescription. I know you know that,  
24 because you probably do the same  
25 (Inaudible.)

1 MR. ARNOLD: I live here too,  
2 uh-huh.

3 UNKNOWN SPEAKER: You're going to  
4 add 400 more people there? Where -- where  
5 are those people going to go to get their  
6 prescriptions? Where are they going to go  
7 to get their groceries? Where are they  
8 going to go? Where are they going to go?

9 MR. ARNOLD: That's part of the  
10 whole (Inaudible.)

11 UNKNOWN SPEAKER: (Inaudible) give  
12 us any studies (Inaudible.) I got traffic,  
13 I got the square footage, but that's it.  
14 That's it. Is that going to be on your  
15 link -- your link to the city, because  
16 I bet a lot of us would like to know that.

17 MR. ARNOLD: Any other comments?

18 UNKNOWN SPEAKER: (Inaudible)  
19 contract lease expire? I understand  
20 they're paying for the Sweet Bay  
21 (Inaudible) as the parent company, they're  
22 paying for that?

23 MR. ARNOLD: Dave, do you have any  
24 idea?

25 MR. GENSON: I don't remember.

1 I think it was a 30-year lease.

2 UNKNOWN SPEAKER: Okay.

3 MR. GENSON: So it's quite some  
4 time.

5 UNKNOWN SPEAKER: 2027.

6 MR. GENSON: 2027.

7 UNKNOWN SPEAKER: (Inaudible.)

8 UNKNOWN SPEAKER: They own the lease  
9 until 2027.

10 MR. GENSON: Yes, someone else could  
11 come in and do that, yes.

12 UNKNOWN SPEAKER: Do you own the  
13 (Inaudible) building now? Does Barron  
14 Collier own the two buildings across  
15 Panther.

16 MR. GENSON: We own the (Inaudible)  
17 building.

18 UNKNOWN SPEAKER: Right.

19 MR. GENSON: And then it's JV for  
20 the executive offices, joint venture,  
21 sorry.

22 UNKNOWN SPEAKER: Right, I knew what  
23 that meant. Thank you, though.

24 MR. GENSON: (Inaudible.)

25 MR. ARNOLD: Anything else from

1 anybody?

2 UNKNOWN SPEAKER: How big of a  
3 project is this? Let's assume you got  
4 through all of the hurdles and all the  
5 requirements and all the meetings, once  
6 dirt started to fly, how long do you expect  
7 that to take to get to that point when dirt  
8 starts to fly, and how long would the  
9 project be?

10 MR. ARNOLD: Well, not knowing  
11 whether or not the residents are going to  
12 occur or not --

13 UNKNOWN SPEAKER: Right.

14 MR. ARNOLD: -- we're not through  
15 zoning probably until late summer, fall,  
16 so --

17 UNKNOWN SPEAKER: If everything goes  
18 as planned, if you get everything you want,  
19 because there's Collier's on the board as  
20 well, so that's kind of a (Inaudible.)

21 MR. ARNOLD: Probably be late 2018.

22 UNKNOWN SPEAKER: Late '18 we're  
23 starting, and then --

24 UNKNOWN SPEAKER: That's for your  
25 demo.

1 MR. ARNOLD: It's probably another  
2 years, don't you think that, David?

3 MR. GENSON: Easily, probably two  
4 years, yeah.

5 UNKNOWN SPEAKER: Two years.

6 MR. GENSON: Yeah.

7 MR. ARNOLD: Yes, sir.

8 MR. GENSON: Three years.

9 UNKNOWN SPEAKER: (Inaudible) I'm  
10 the president North Gate Village. Before  
11 the next meeting, you know, this is my  
12 suggestion. There's been a lot of comments  
13 here about impacts, you know, on lifestyles  
14 and such, but I really want to have a  
15 better understanding, if you do move  
16 forward with the multifamily, is there  
17 apartment structure involved, okay? More  
18 of (Inaudible) on how many buildings, how  
19 many five-story buildings, you know, start  
20 getting into a (Inaudible) design,  
21 something that we can visually take back  
22 and absorb and really, really think about  
23 this.

24 We do all understand that the Sweet  
25 Bay is empty, there's no traffic there.



1 We all understand that the pattern of, you  
2 know, traffic might impact, you know, at  
3 eight o'clock in the morning, but at ten  
4 o'clock in the morning it might be less  
5 traffic because of the residential, but  
6 it's just that issue of what are the  
7 options, what's going to happen with the  
8 existing buildings that (Inaudible) has,  
9 are you going to keep that architecture?

10 You know, what is the noise impact  
11 to North Gate Village, to the Pine Ridge  
12 Village. Not necessarily noise, but even  
13 air pollution with all these vehicles  
14 around.

15 MR. ARNOLD: Well, we appreciate the  
16 feedback and we'll look into the details.  
17 I appreciate that very much. So everybody  
18 thank you for the feedback. We appreciate  
19 you coming out and taking your time, and  
20 like I said, if you are emailable, let  
21 Sharon know, we'll be happy you have a link  
22 to our website.

23 UNKNOWN SPEAKER: Absolutely.

24 MR. ARNOLD: Thank you very much.

25 (End of recording.)

CERTIFICATE

- - -

I, Matthew J. Haas, Court Reporter and  
Transcriptionist, do hereby certify that I was  
authorized to and did listen to and  
stenographically transcribe the foregoing  
recorded proceedings and that the transcript is a  
true record to the best of my professional  
ability.

Dated this 5th day of May, 2017.

A handwritten signature in blue ink, appearing to read 'm j haas', is written over a horizontal line.

MATTHEW J. HAAS  
Court reporter