

**SHOPPING CENTER AT LAUREL ROAD  
PLANNED COMMERCIAL DEVELOPMENT (PCD)**

**REZONING SUBMITTAL TO  
THE CITY OF VENICE  
JANUARY 2005**

**Owner:** NAP Laurel LLC

**Developer:** North American Properties – Southeast, Inc.  
Shawn R. McIntyre, Vice President  
7500 College Parkway, Fort Myers, Florida 33907  
Telephone: (239) 278-1121 Fax: (239) 278-0995

**Project Council:** Jeffery A. Boone, Esquire  
Boone Boone Boone Koda & Froom, P.A.  
1001 Avenida Del Circo  
P.O. Box 1561, Venice, Florida 34284  
Telephone: (941) 488-6716 Fax: (941) 488-7079

**Project Consultant:** WilsonMiller, Inc.  
Donald A. Neu, AICP  
6900 Professional Parkway East, Sarasota, Florida 34238  
Telephone: (941) 907-6900 Fax: (941) 907-6910

RECEIVED

JAN - 6 2005

PLANNING  
& ZONING

**EXHIBIT "B"**  
**SUPPORT NARRATIVE FOR REZONE PETITION**  
**SHOPPING CENTER AT LAUREL ROAD**

The subject property is approximately 65 acres located on the southeast corner of Laurel Road and Pinebrook Road. The property was annexed into the City of Venice and given a Commercial Property designation on the Future Land Use Map in the City of Venice Comprehensive Plan. We are requesting the property be given Planned Commercial District (PCD) zoning in order to bring the parcel into compliance with the Future Land Use Map.

The property is bounded by I-75 on the east. It is bounded by Laurel Road on the north and Pinebrook Road on the west. The southern boundary is a 170' wide Florida Power & Light (FP&L) Company Easement. Woodland Acres, a large lot subdivision is located beyond the FP&L easement. The fact that this property is at the corner of two designated Major Arterials make the property particularly well suited for the Planned Commercial District (PCD) zoning designation.

Laurel Road and Pinebrook Road are both planned for future extensions. Pinebrook Road will be called Honore Avenue north of Laurel Road. Along with U.S. 41, the Pinebrook/Honore corridor will be the major north/south arterial roadway west of Interstate 75 and will serve Sarasota County from Manatee County south to at least Center Road in the City of Venice. The intersection of Laurel Road and Pinebrook Road is identified as a Commercial Center on the Future Land Use Map contained in the Sarasota County Comprehensive Plan (APOXSEE). The proximity to Interstate 75 enhances the accessibility of this location and makes it a logical choice for a Commercial Center location. This intersection will become a major intersection within the city limits of the City of Venice as well as a serving the entire southern middle section of Sarasota County.

There is considerable commercial and residential growth in the area that is creating a demand for commercial shopping opportunities. The location of the property will shorten trip lengths for the current and future residents in the area. The Venetian Golf and River Club is currently in the process of constructing up to 1500 residential units just east on Laurel Road from the property. Currently, these residents must travel either west on Laurel Road to U.S. 41 or take I-75 either north or south to shop for their daily and weekly needs. This project will also serve the major employment center within which the County's largest employer (PGT Industries) is located thereby reducing the trip lengths associated with the daily needs of employees. There is also a considerable amount of residential projects either currently being built or in the planning stages in the immediate vicinity. In addition, the proposed shopping center will provide an alternate destination for existing residences along Pinebrook Road or with access to Pinebrook Road (i.e. Waterford) which will result in a positive impact on traffic along East Venice Avenue including the intersection of Pinebrook Road and Venice Avenue. The zoning

of the subject property to a Planned Commercial District (PCD) designation will allow for more convenient and efficient use of existing infrastructure.

The nearby market area for this property will include future development that will be located on the south side of Laurel Road on the east side of I-75. There are significant areas that have not been developed yet, but will require shopping and commercial areas to meet their daily and weekly needs. As was recognized during the annexation into the City of Venice, this parcel is ready for zoning to a commercial designation.

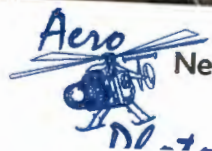
The proposed rezone is consistent with the policies of the City of Venice Comprehensive Plan. The Plan encourages commercial designations to be in proximity to residential areas and be designed in manner that discourages strip commercial centers. The location, size and configuration of this parcel certainly are consistent with those criteria. This project would further the objectives of the Plan by locating a substantial commercial area in proximity to the residential and commercial property that creates the demand and developing in a fashion that efficiently uses existing infrastructure. If approved the site will be master-planned and permitted for all stormwater, utility and transportation needs. This is consistent with the City's position to have commercial activities be unified and well planned.



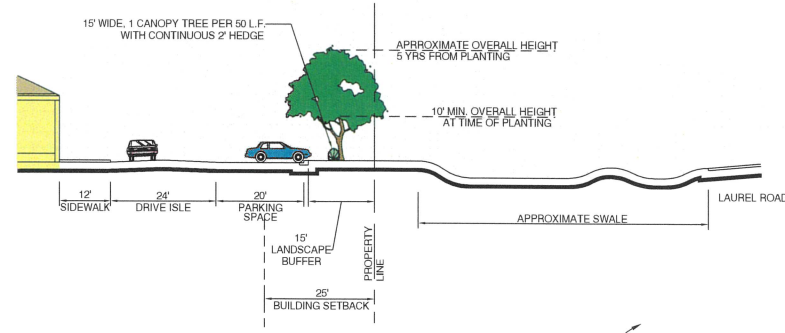


**NORTH AMERICAN PROPERTIES**

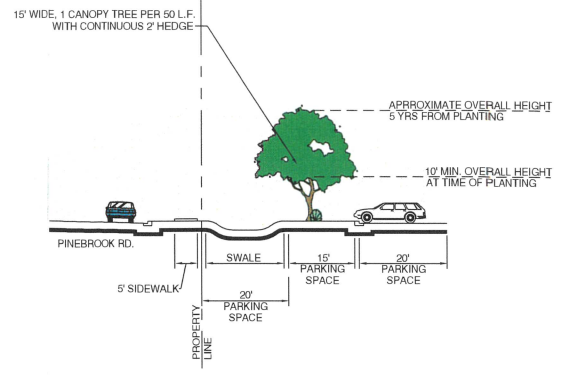
**I-75 & Laurel Road  
Venice - Sarasota County, Florida**



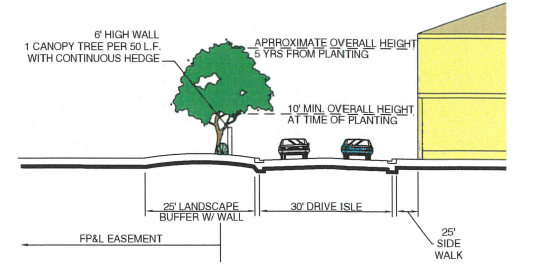
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Date :02.17.04  
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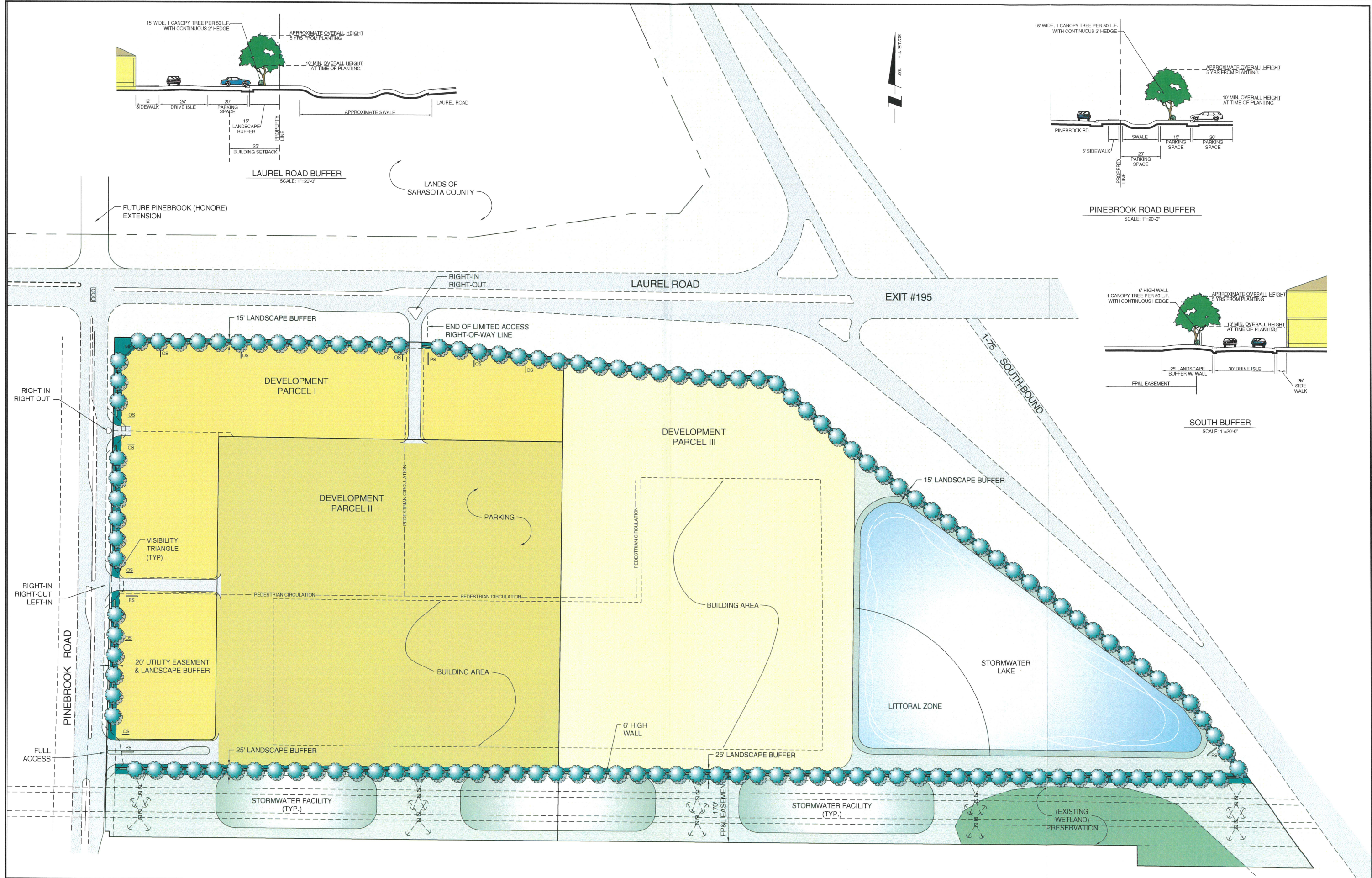
LAUREL ROAD BUFFER  
SCALE: 1"=20'-0"



PINEBROOK ROAD BUFFER  
SCALE: 1"=20'-0"



SOUTH BUFFER  
SCALE: 1"=20'-0"

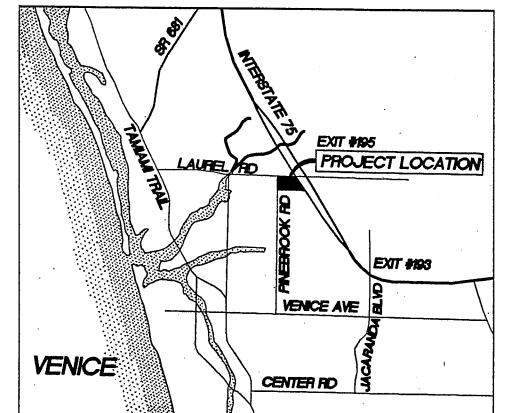
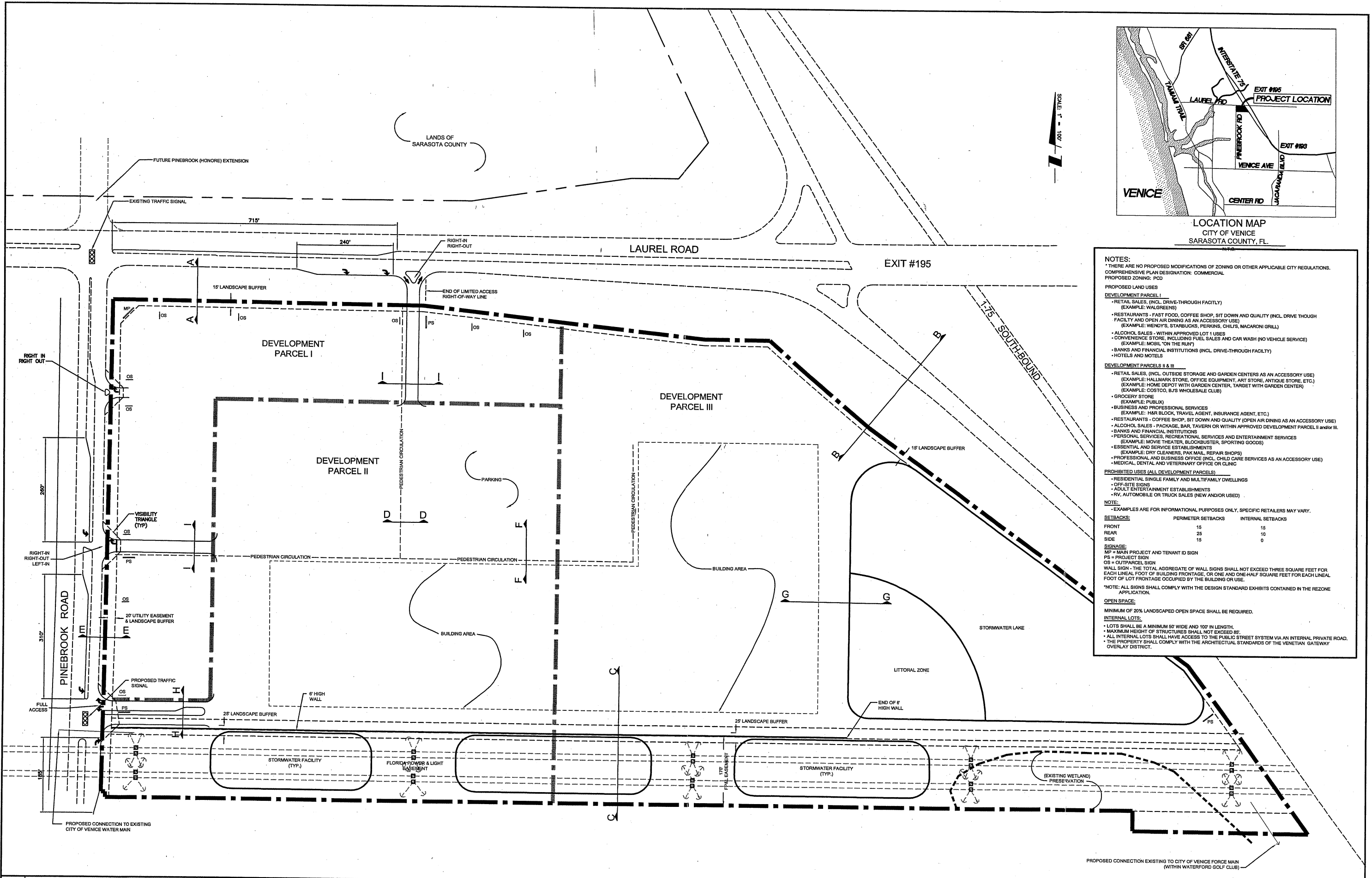


REV/NO	REVISION	DATE	DRAWN BY (EMP. NO.)	CHECKED BY (EMP. NO.)	ACTIVITY	INITIALS/EMP. NO.	DATE
					DESIGNED BY:	SAB/1330	12/04
					DRAWN BY:	RGH/957	12/04
					CHECKED BY:		
					CONTRACT ADMIN. BY:		
					W/M APPROVED BY:		

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 WilsonMiller, Inc.  
Naples • Fort Myers • Sarasota • Bradenton • Tampa  
8900 Professional Parkway East, Suite 109 Sarasota, Florida 34240-5414 • Phone 941-907-6900 • Fax 941-907-6910 • Web Site www.wilsonmiller.com

CLIENT: NORTH AMERICAN PROPERTIES, S.E. INC.  
 PROJECT: SHOPPING CENTER AT LAUREL ROAD

DATE: DEC 2004  
 HORIZONTAL SCALE: 1"=100'  
 VERTICAL SCALE:  
 TITLE: CONCEPTUAL LANDSCAPE PLAN  
 PROJECT NUMBER: 03300-008-000  
 SHEET NUMBER: 1 OF 1



**NOTES:**

\* THERE ARE NO PROPOSED MODIFICATIONS OF ZONING OR OTHER APPLICABLE CITY REGULATIONS.  
 COMPREHENSIVE PLAN DESIGNATION: COMMERCIAL  
 PROPOSED ZONING: PC2

**PROPOSED LAND USES**

**DEVELOPMENT PARCEL I**

- RETAIL SALES (INCL. DRIVE-THROUGH FACILITY) (EXAMPLE: WALGREENS)
- RESTAURANTS - FAST FOOD, COFFEE SHOP, SIT DOWN AND QUALITY (INCL. DRIVE THOUGH FACILITY AND OPEN AIR DINING AS AN ACCESSORY USE) (EXAMPLE: WENDY'S, STARBUCKS, PERKINS, CHILDS, MACARONI GRILL)
- ALCOHOL SALES - WITHIN APPROVED LOT 1 USES
- CONVENIENCE STORE, INCLUDING FUEL SALES AND CAR WASH (NO VEHICLE SERVICE) (EXAMPLE: MOBIL 'ON THE RUN')
- BANKS AND FINANCIAL INSTITUTIONS (INCL. DRIVE-THROUGH FACILITY)
- HOTELS AND MOTELS

**DEVELOPMENT PARCELS II & III**

- RETAIL SALES (INCL. OUTSIDE STORAGE AND GARDEN CENTERS AS AN ACCESSORY USE) (EXAMPLE: HALLMARK STORE, OFFICE EQUIPMENT, ART STORE, ANTIQUE STORE, ETC.) (EXAMPLE: HOME DEPOT WITH GARDEN CENTER, TARGET WITH GARDEN CENTER) (EXAMPLE: COSTCO, BJ'S WHOLESALE CLUB)
- GROCERY STORE (EXAMPLE: PUBLIX)
- BUSINESS AND PROFESSIONAL SERVICES (EXAMPLE: H&R BLOCK, TRAVEL AGENT, INSURANCE AGENT, ETC.)
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- BANKS AND FINANCIAL INSTITUTIONS
- PERSONAL SERVICES, RECREATIONAL SERVICES AND ENTERTAINMENT SERVICES (EXAMPLE: MOVIE THEATER, BLOCKBUSTER, SPORTING GOODS)
- ESSENTIAL AND SERVICE ESTABLISHMENTS (EXAMPLE: DRY CLEANERS, PAK MAIL, REPAIR SHOPS)
- PROFESSIONAL AND BUSINESS OFFICE (INCL. CHILD CARE SERVICES AS AN ACCESSORY USE)
- MEDICAL, DENTAL AND VETERINARY OFFICE OR CLINIC

**PROHIBITED USES (ALL DEVELOPMENT PARCELS)**

- RESIDENTIAL SINGLE FAMILY AND MULTIFAMILY DWELLINGS
- OFF-SITE SIGNS
- ADULT ENTERTAINMENT ESTABLISHMENTS
- RV, AUTOMOBILE OR TRUCK SALES (NEW AND/OR USED)

**NOTE:**

- EXAMPLES ARE FOR INFORMATIONAL PURPOSES ONLY, SPECIFIC RETAILERS MAY VARY.

**SETBACKS:**

	PERIMETER SETBACKS	INTERNAL SETBACKS
FRONT	15	15
REAR	25	10
SIDE	15	0

**SIGNAGE:**

- MP = MAIN PROJECT AND TENANT ID SIGN
- PS = PROJECT SIGN
- OS = OUTPARCEL SIGN

WALL SIGN - THE TOTAL AGGREGATE OF WALL SIGNS SHALL NOT EXCEED THREE SQUARE FEET FOR EACH LINEAL FOOT OF BUILDING FRONTAGE, OR ONE AND ONE-HALF SQUARE FEET FOR EACH LINEAL FOOT OF LOT FRONTAGE OCCUPIED BY THE BUILDING OR USE.

\*NOTE: ALL SIGNS SHALL COMPLY WITH THE DESIGN STANDARD EXHIBITS CONTAINED IN THE REZONE APPLICATION.

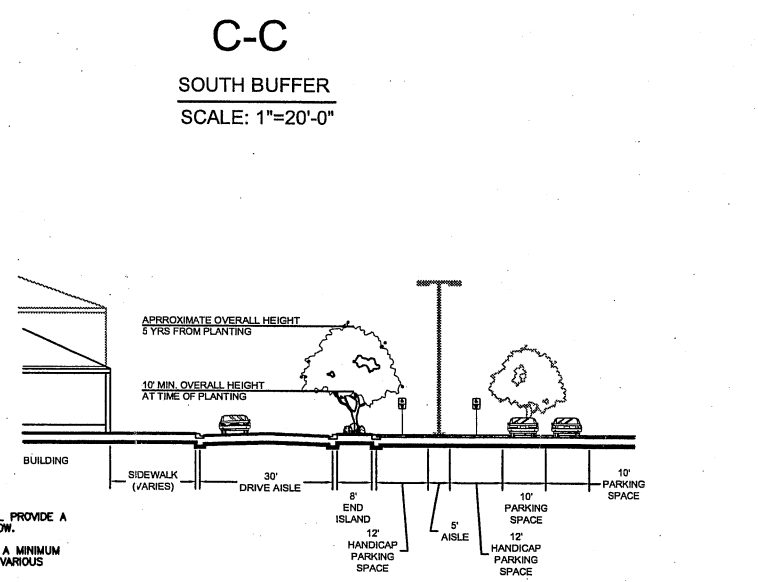
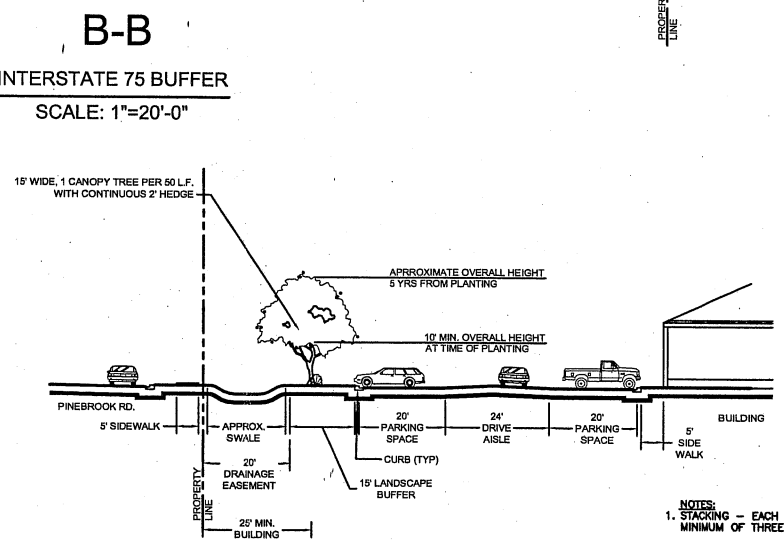
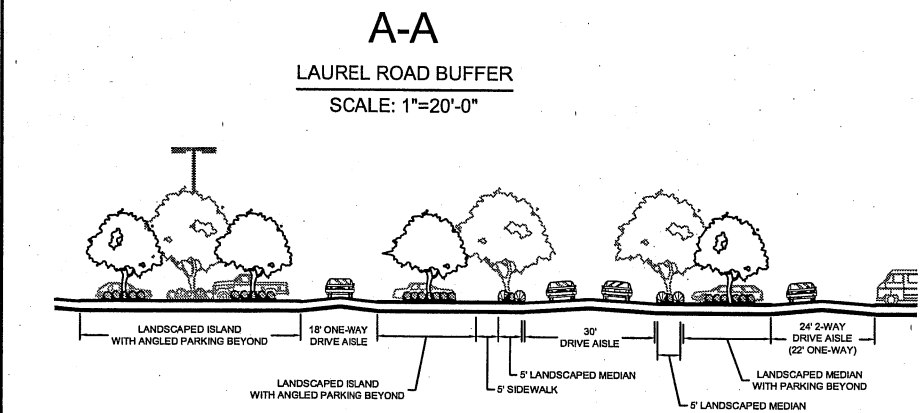
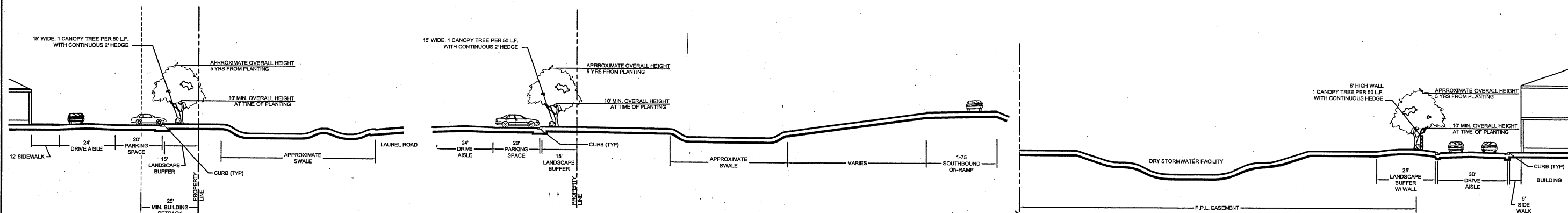
**OPEN SPACE:**

MINIMUM OF 20% LANDSCAPED OPEN SPACE SHALL BE REQUIRED.

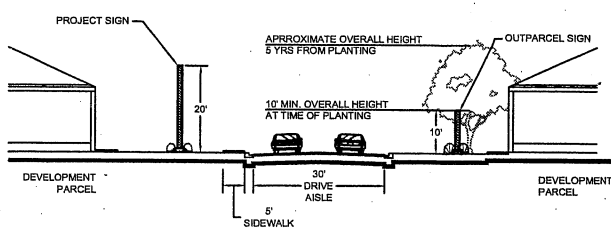
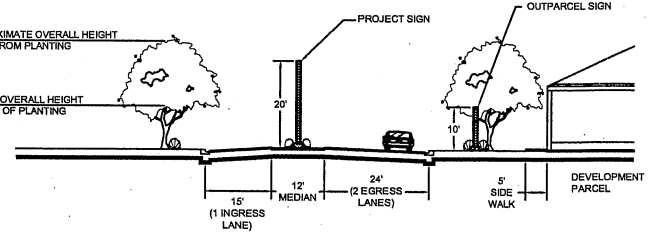
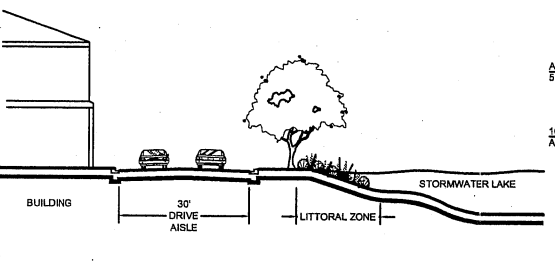
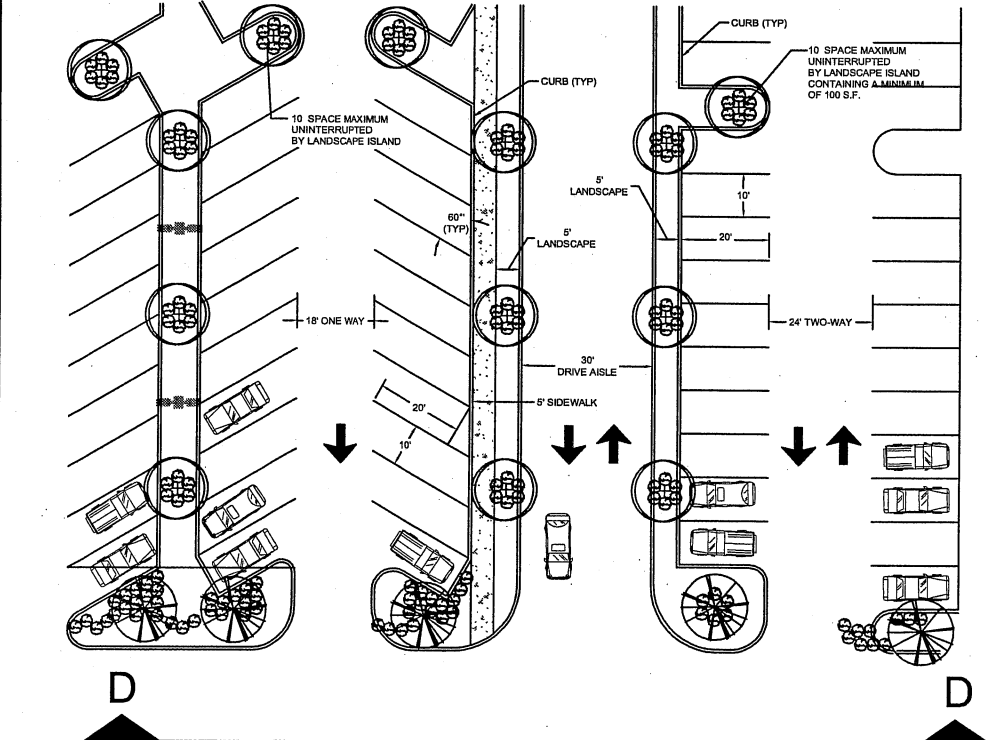
**INTERNAL LOTS:**

- LOTS SHALL BE A MINIMUM 50' WIDE AND 100' IN LENGTH.
- MAXIMUM HEIGHT OF STRUCTURES SHALL NOT EXCEED 85'.
- ALL INTERNAL LOTS SHALL HAVE ACCESS TO THE PUBLIC STREET SYSTEM VIA AN INTERNAL PRIVATE ROAD.
- THE PROPERTY SHALL COMPLY WITH THE ARCHITECTURAL STANDARDS OF THE VENETIAN GATEWAY OVERLAY DISTRICT.

<table border="1"> <tr> <th>REV. NO.</th> <th>REVISION</th> <th>DATE</th> <th>DRAWN BY / EMP. NO.</th> <th>CHECKED BY / EMP. NO.</th> <th>WM APPROVED BY:</th> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>		REV. NO.	REVISION	DATE	DRAWN BY / EMP. NO.	CHECKED BY / EMP. NO.	WM APPROVED BY:							<table border="1"> <tr> <th>ACTIVITY</th> <th>INITIALS/EMP. NO.</th> <th>DATE</th> </tr> <tr> <td>DESIGNED BY:</td> <td>SAB/1330</td> <td>12/04</td> </tr> <tr> <td>DRAWN BY:</td> <td>RGH/857</td> <td>12/04</td> </tr> <tr> <td>CHECKED BY:</td> <td> </td> <td> </td> </tr> <tr> <td>CONTRACT ADMIN. BY:</td> <td> </td> <td> </td> </tr> </table>	ACTIVITY	INITIALS/EMP. NO.	DATE	DESIGNED BY:	SAB/1330	12/04	DRAWN BY:	RGH/857	12/04	CHECKED BY:			CONTRACT ADMIN. BY:			<p><b>Wilson Miller</b></p> <p>Planners • Engineers • Ecologists • Surveyors • Landscape Architects • Transportation Consultants</p> <p>Wilson Miller, Inc.</p> <p>Naples • Fort Myers • Sarasota • Bradenton • Tampa</p> <p>6800 Professional Parkway East, Suite 200 • Sarasota, Florida 34240-6464 • Phone 941-907-6900 • Fax 941-907-6910 • Web Site www.wilsonmiller.com</p>	<p>CLIENT: NORTH AMERICAN PROPERTIES, S.E. INC.</p> <p>PROJECT: SHOPPING CENTER AT LAUREL ROAD</p>	<p>DATE: DEC. 2004</p> <p>HORIZONTAL SCALE: 1" = 100'</p> <p>VERTICAL SCALE: 1" = 100'</p> <p>SEC: TWP: AGE:</p> <p>CROSS REFERENCE FILE NO.:</p>	<p>TITLE: REZONE SITE PLAN</p> <p>PROJECT NUMBER: 03300-008-000</p> <p>SHEET NUMBER: 1 OF 2</p>	<p>MICHAEL E. RISHMAN, JR., P.E., P.E.M.    FLORIDA CERTIFICATE NO. 49218    REGISTERED PROFESSIONAL ENGINEER    D-03300-008-000001</p>
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**NOTES:**  
1. STACKING - EACH DRIVE THROUGH USE SHALL PROVIDE A MINIMUM OF THREE STACK SPACES PER WINDOW.  
2. OFF STREET PARKING PROVIDED SHALL BE AT A MINIMUM OF THE SUM OF THE REQUIREMENTS OF THE VARIOUS USES COMPUTED SEPARATELY.



REV. NO.	REVISION	DATE	DRAWN BY / D.P.	CHECKED BY / D.P.	WM APPROVED BY:

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CLIENT:	<b>NORTH AMERICAN PROPERTIES, S.E. INC.</b>
PROJECT:	<b>SHOPPING CENTER AT LAUREL ROAD</b>
DATE:	11/03
HORIZONTAL SCALE:	1" = 20'
VERTICAL SCALE:	1" = 20'
SEC. TWP. RGE:	
CROSS REFERENCE FILE NO.:	

TITLE:	<b>SECTIONS</b>
INDEX NUMBER:	<b>D-03300-008-000002</b>
SHEET NUMBER:	<b>2 of 2</b>
PROJECT NUMBER:	<b>03300-008-000</b>



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PROPOSED ZONING: PCD

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REAR	25	10
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## **SHOPPING CENTER AT LAUREL ROAD Architectural Control**

Once the project anchor tenants are established and prior to the first site plan approval, Design Guidelines will be established for purposes of providing a common architectural design theme for all buildings and improvements throughout the project, consistent with the architectural style of the Venetian Gateway as required under the Pre-Annexation Agreement dated November 12, 2002. (see example exterior finish schedule used by North American for a shopping center in Palm Beach Gardens, Florida).

All buildings and improvements, including without limitation all buildings and improvements to be developed on the Outparcels, shall be of the same character and subject to review by both the Developer and the City of Venice.

For purposes of ensuring that all buildings and improvements within the project (inclusive of all Outparcels) comply with Design Guidelines, the Owner shall record in the public records of Sarasota County a Declaration requiring all proposed plans and building elevations be submitted for Owner's approval prior to commencement of any construction (see also Tab J).

The following photographs are of two shopping centers developed within the past two years by North American Properties - SE, Inc. The projects are University Walk located on University Parkway in Sarasota, Florida and Midpoint Center located on the Vetreran's expressway in Cape Coral Florida. These photographs present examples of the following:

- Common architectural theme
- Common landscaping theme
- Project monument signage
- Outparcel monument signage
- Project buffers
- Pedestrian facilities

# SHOPPING CENTER AT LAUREL ROAD

## EXAMPLE

### MIRASOL WALK EXTERIOR FINISHES

1. Paint Colors: Paint colors being used on the Retail Center are:

Walls	Benjamin Moore # 2165-40 Dark Beige
Accent	Benjamin Moore # HC-41 Richmond Gold
Trim	Benjamin Moore # 2165-70 Butter Pecan

The colors listed above are generally neutral tones (beige) and from the Mediterranean color family (gold, pecan). Colors specified above are automatically approved. Paint colors by manufacturers other than Benjamin Moore must be submitted to the Owner for approval and will not be considered unless such colors are in the same color palette range as the ones listed above.

2. Roof Tile: The Retail Center and all Outparcel buildings shall use the following roof tile only:

Manufacturer	Style	Color
Pioneer	Spanish AS≡	Addison Blend

Each building shall have at least one tower entry / accent feature with 6:12 slope roof and the specified tile.

3. Cast Stone: Shall be a natural color to match the Center and used for all trim at 4' A.F.F. or below. Each building must incorporate banding and base on all elevations.

4. Tile Accent: Shall match the tile used on the Retail Center facade which is:

Description	Manufacturer	Style	Color
Tumbled Stone	Daltile	TSO-1	Sand
Tumbled Stone	Daltile	TSO-2	Coral

5. Fixtures & Metal Finishes - Light fixtures, benches and other metal finishes are to be copper patina or bronze. Primary colors are not allowed.

6. Pavers / Sidewalk: Pavers used in sidewalk areas shall be the same specification (manufacturer, style and color) as the pavers used in the Retail Center. (The Owner shall install sidewalks to the property line of each Outparcel so as to provide for pedestrian interconnections between the Retail Center, all Outparcels, PGA Boulevard and Jog Road. Each Outparcel owner shall install sidewalks on their respective properties which continue the pedestrian interconnections from the Outparcel property line to the main entry of the building constructed on the Outparcel.)

7. Stucco: Shall be applied over masonry or metal lath with light knockdown finish.

8. E.I.F.S.: To receive fine sand float texture. This material shall only be used 4' A.F.F. or above. Each building must incorporate banding and base on all elevations.

# Shopping Center at Laurel Road



Project Monument Sign (Main Sign)



Project Monument Sign (Secondary)

# Shopping Center at Laurel Road



Anchor Retail Architecture



Outparcel Monument Sign and Buffer

# Shopping Center at Laurel Road



Foundation Landscaping



Free Standing Retail Building  
(Common Architecture With Center)

# Shopping Center at Laurel Road



Outparcel Internal Buffer



Parking Island Landscape

# Shopping Center at Laurel Road



In-Line Retail Between Anchor Retailers



Outparcel Architecture & Landscape



# Shopping Center at Laurel Road



Outparcel - Architecture & Signage  
Consistent With Main Center



Outparcel - Bank Architecture  
Consistent With Center

# Shopping Center at Laurel Road



Pedestrian Connection & Anchor Building Architecture



Retail - Covered Walkway

# Shopping Center at Laurel Road



Retail - Outside Dining



Retail Architecture

# Shopping Center at Laurel Road



Outparcel - Gas Architecture  
Consistent With Center



Project Monument Sign

**SHOPPING CENTER AT LAUREL ROAD**

**SITE LIGHTING**

Site Lighting in the main parking field is proposed to be thirty-five feet (35') high.

Site lighting in the Outparcels and behind the buildings on the south side of the project is proposed to be a maximum of twenty-five (25') high.

See attached specifications from WLS Lighting Systems.

# SIGN NARRATIVE

Safety is the main purpose of the number and placement of the project signs. First and foremost, the function of a sign is to safely inform the traveling public of the location of the businesses they are seeking. Signs for the project have been very carefully planned. It is very important to be visible enough to provide sufficient information to safely guide motorist at critical "decision-points".

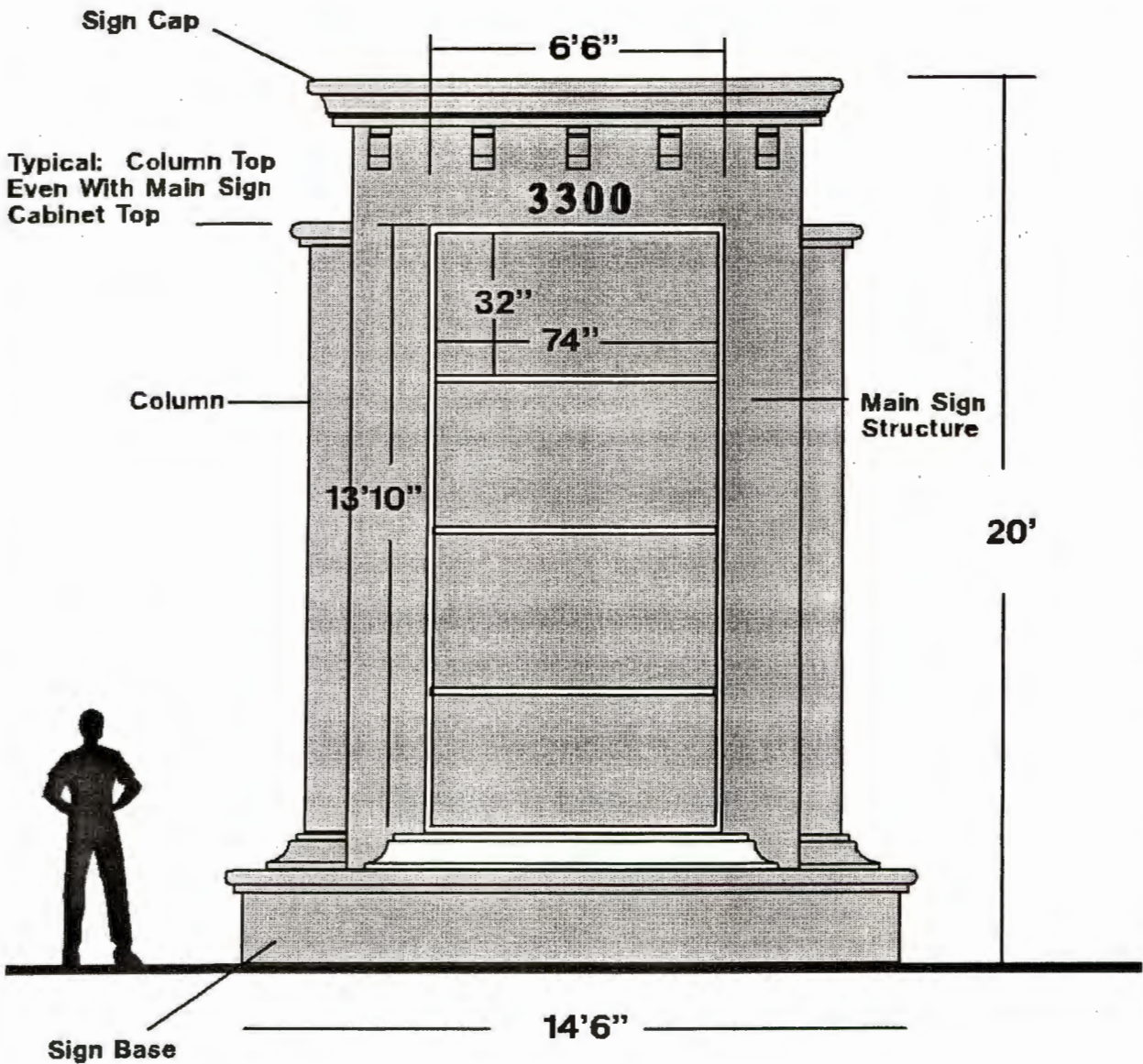
Decision-points are the areas on a roadway that people have a choice in which way they may turn or travel. Places such as intersections, entrances, and turn lanes represent decision-points. Signs can greatly increase safety by being very visible and clear to guide motorist through these decision-points without hesitation. Signs for the project are planned to be informative as possible, without being either too numerous or obtrusive. The cause of many collisions between two vehicles is that one vehicle performs a maneuver that is unexpected by a second motorist. Hesitation or last second decisions and turning movements account for many of these unexpected movements. Clear and informative signage aids in the reduction of unexpected movements at critical decision points.

It is imperative for the safe operation of the surrounding roadways that the signs for a project be very carefully planned and placed. In the case of our project that begins with the major intersection of Pinebrook Road and Laurel Road. The Major Project at this main intersection must be of a size and visibility to guide motorist through this major decision point. The other main signs, project signs and outparcel signs are strategically located to guide motorist safely through the decision-points. This will help in reducing the number of unexpected maneuvers that motorist make.

We have also given very careful consideration to the aesthetic quality of the proposed signs. As you can see by the exhibits in the application pack, the signs will be of a very high quality. They will be ground mounted signs with columns on each side and a decorative cap. The design of the project signs will be binding upon approval of the project. These highly decorative signs, built with quality materials will create an aesthetically pleasing and safe gateway to Venice.

# Laurel Road Shopping Center Main Ground Sign

(Conceptual Design)



Scale: 1/4"=1'  
Sales Rep: B.R.  
Design: T.S.  
Date: 12/8/04

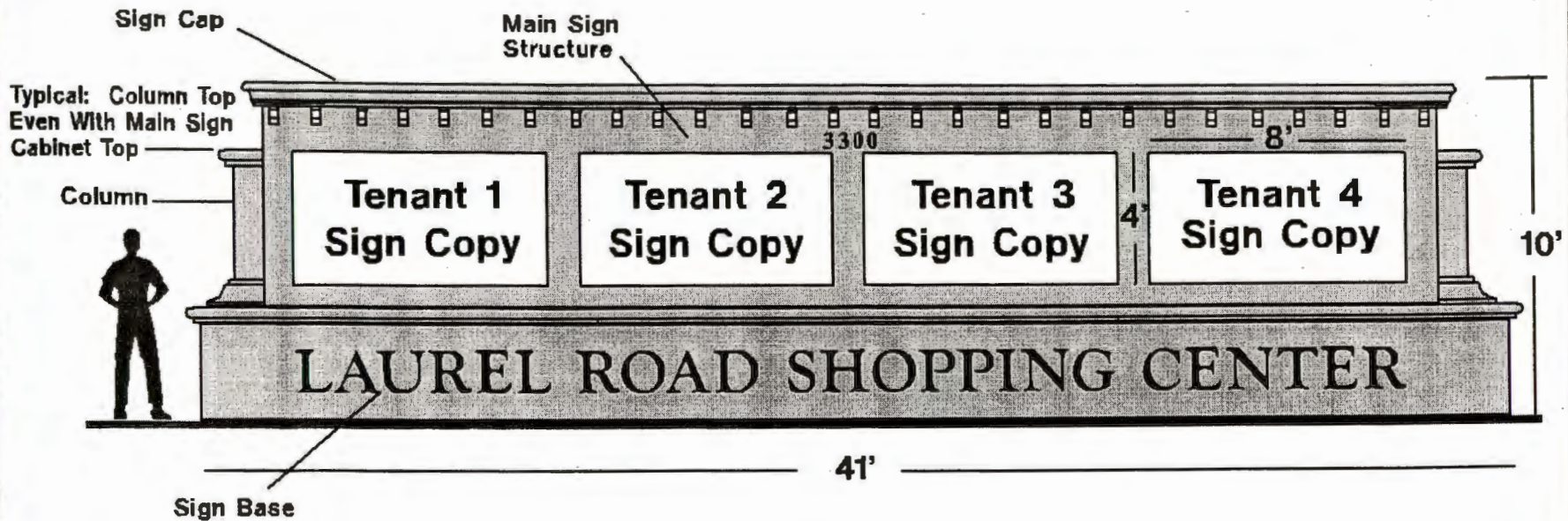


(941) 278-4245  
Fax: 278-3912  
3300 Palm Avenue  
Ft. Myers, FL 33901

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# Laurel Road Shopping Center Main ID Sign

(Conceptual Design)



Scale: 3/16"=1'  
Sales Rep: B.R.  
Design: T.S.  
Date: 12/8/04



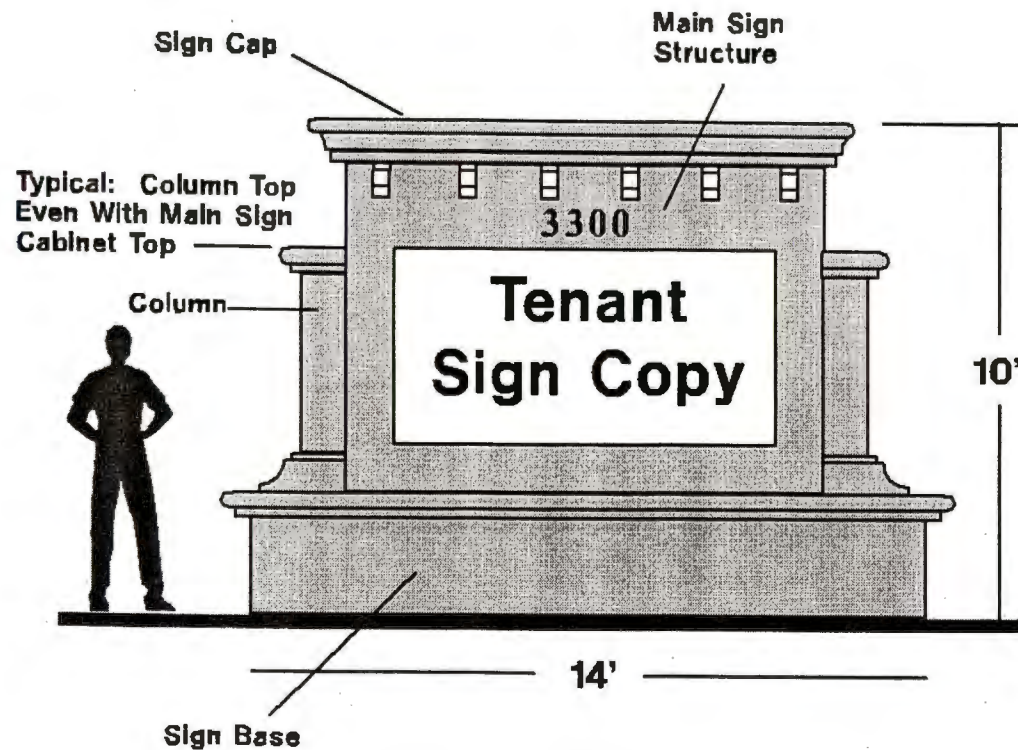
(941) 278-4245  
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3300 Palm Avenue  
Ft. Myers, FL 33901

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# Parcel ID Ground Monument Sign

(Conceptual Design)



Scale: 1/4"=1'  
Sales Rep: B.R.  
Design: T.S.  
Date: 12/8/04



(941) 278-4245  
Fax: 278-3912  
3300 Palm Avenue  
Ft. Myers, FL 33901

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