

**PUBLIC MEETING OF THE  
HISTORIC PRESERVATION BOARD  
THURSDAY, DECEMBER 12, 2019, 5:30 P.M.  
CITY HALL, 9101 BONITA BEACH ROAD  
BONITA SPRINGS, FLORIDA 34135  
MINUTES**

I. MEETING CALLED TO ORDER

*Meeting called to order at 5:30 p.m.*

II. ROLL CALL

**Present**

Alisha Feezor

Dallas Revord

J. Welsch

Alex Grantt (joined at 5:34pm)

**Staff**

Jacqueline Genson

Carly Jeanne Sanseverino

Elly McKuen

**Guests**

Randall Gross, Randal Gross Development Economics

Tyler Patak, Parker Mudgett Smith

**Public**

Charles Strader

III. PUBLIC COMMENT

No public comments.

IV. HISTORIC VILLAGE FEASIBILITY

a. Update by Parker-Mudgett-Smith

Ms. McKuen opened the discussion explaining that this is Phase 1 of a multi-phase project, and they are looking at financial feasibility to move forward. Ms. McKuen stated that Mr. Gross has committed that he will have a finalized concept report by Christmas so they can review at the January meeting. Ms. McKuen reported that Mr. Patak will present concepts on what Mr. Gross's report will look like on the ground at the January meeting.

Once the Board is comfortable, Mr. Patak and Mr. Gross will present to City Council.

Ms. McKuen introduced Mr. Randall Gross.

Mr. Gross reported that the first part is to look at the economic/market feasibility. The first step is the general financial viability of the concept and then to go into the various concepts for renderings and drawings.

Mr. Gross explained the assumptions and inputs that went into his work.

- Test the market for the mixed use, walkable, commercial historical village, with a mix of old and new and an art park.
- Offices/retail business
- Restaurants and audience support venue
- Looked at two types of sites that could be in Bonita Springs
  - Downtown or urban site
  - Highway oriented site – greenfield development
- Destination site, something that will attract people into Bonita Springs and be an economic benefit to the City.

Inputs to Analysis:

- Conducted interviews
- Extensive field reconnaissance
- Existing market conditions (real estate market and various trends)
- Tourism
- Define what the trade areas and market areas might be for a Historic Village
- Projected employment
- Tourism component and market demographics
- Competitive context of other areas that might compete for retail sales and restaurants

Based on the above, Mr. Gross recommended:

- Potential mixed use that would make sense in terms of a Historical Village as a destination.

Mr. Gross asked if the Board had any questions.

- Mr. Revord asked if there would need to be certain businesses that make it a destination
  - Answer, Businesses/attractions/anchor audience support that could be a driver
  - Park that is so unique it would drive destination
- Mr. Grantt asked if Mr. Gross was familiar with a city in Florida north of Orlando, Mount Dora. Mr. Grantt stated it is an example of a historic mixed-use city.

The Board discussed other destination locations.

Mr. Gross stated these are the findings based on the concepts. There is support for audience support venues where people could walk from one venue to another, have a drink and listen to live music. Mr. Gross noted there is not a lot of live music venues and he believes it is a niche opportunity.

- Concept of having visual art galleries, restaurants.
- The number of restaurants is important. Having one restaurant is not going to be enough, but having two or three restaurants, which the market could support, would be more viable.
- Specialty retail. Not the Walmarts and hardware stores, much more oriented to specialty apparel.
- Some potential for office use but only if the other activities have them and you have that ambiance for a mixed use walk to an office.

- Potential for an anchor attraction. It could be the art park if it's designed in a way that has something so unique that it draws people to that area.
- A larger music venue that has a fuller schedule of performing.

Mr. Gross stated that finding something unique is the challenge which is why he recommended live music.

Mr. Gross spoke about integration with the downtown forum since the Everglades Wonder Gardens is a historical attraction there may be possible integrated. Mr. Gross stated that in this kind of location (as opposed to a highway-oriented site) there are opportunities for centralized parking with other downtown businesses.

- More artist cottages integrated with this concept.
- Civic types of uses.

Mr. Gross spoke about a highway-oriented site and feels it would be creating an artifice of a self-created historic village. Because of the scale required to support that to compete with other from the region, the historic buildings are going to get lost among newer construction. He does not feel it's consistent with the vision of what the Board is trying to do.

Next steps would be a high-level test to see if there is some financial viability and whether they have some financial viability and would attract investors.

Mr. Revord thanked Mr. Welsch and Ms. McKuen for meeting with Parker-Mudgett-Smith.

Ms. McKuen stated that they will start to consider sites in Phase II.

The Board discussed the project and next steps.

## V. DISCUSSION REGARDING PHOTO BOOK PROJECT

Mr. Revord thanked Ms. Feezor for attending the Photo Book Project meeting and typing up the notes.

Ms. Feezor gave an update on the meeting. The sub-committee was seeking additional information and direction as discussed at the last meeting.

Ms. Feezor gave a brief synopsis of the project. Ms. Feezor stated for maximum distribution and maximum appeal that it may be moving away from being a project about the history of our City. The goal today should be determining what we would like the book to look like. Ms. Feezor put together some ideas.

Mr. Strader recommends in addition to the historical aspect of Bonita Springs, he would like to see aspects of what makes Bonita Springs special. Mr. Strader would like to see the Historic Preservation Board remain involved and have a prominent role.

Mr. Revord asked the Board if they still wanted to continue with the project. Mr. Revord suggested tabling this project and discussing at the next meeting since three members are absent.

For next meeting:

- Does this Board want to continue with the project?
- If so, be prepared at the next meeting to go through and define exactly what it's going to be.
- How complex do we want to make this project
- Can they get it done in one fiscal year, or will it take two?

Mr. Welsch agreed, do they want to continue, and if so, define what it should be.

Mr. Revord asked Mr. Welsch, since he has a clear concept of what the book should be, to write-up a specific project mission for the photo book committee. Mr. Welsch agreed.

#### VI. TOPIC FOR CITY NEWSLETTER

Ms. Feezor and Mr. Welsch worked on an article for the next newsletter.

Mr. Revord stated he would print out a copy of the write-ups on each of Mr. Tietz's pictures and put it in a book. Mr. Revord will have cards made up for each of Mr. Tietz's pictures to be used for display purposes.

#### VII. BOARD MEMBER ITEMS

Mr. Welsch commended Mr. Grantt for his letter to the Florida House of Representatives regarding rail service and he also wrote a letter to the Florida House of Representative supporting Mr. Grantt's letter. Mr. Welsch shared a copy of the letter with the Board.

Mr. Revord stated he supports Mr. Grantt's letter as well and is also working on a letter and stated he thinks our local representatives should see this letter as well.

#### VIII. STAFF UPDATES

Ms. Genson reminded the Board about the CLG training in January, to be held at the regularly scheduled Board meeting.

Mr. Revord stated for the record, that the Historic Preservation Board meetings are held on the fourth Thursday of the month. *Note: the last 45 seconds of the meeting, Mr. Revord corrected the minutes to reflect that the Historic Preservation Board meeting is held the **last** Thursday of each month.*

Mr. Revord and Mr. Strader asked if they could receive the packet. Ms. Sanseverino explained that if they sent it to a couple people, they would have to send it to everyone.

Mr. Welsch asked who the next chairman will be. Mr. Revord stated that the staff liaison recommends who the next chair should be. Ms. Sanseverino stated that a new chair will be selected at the next meeting.

IX. PUBLIC COMMENT

Mr. Strader wanted to thank Mr. Revord for his service on the Board. Mr. Strader stated he appreciates that Mr. Revord let him speak during the meeting even when it wasn't time for public comment. Mr. Revord stated he values Mr. Strader's opinion since he was a former Board member and he is on the Historical Society Board.

Mr. Revord spoke about the need for Board members. Mr. Revord stated he has enjoyed being on the Board.

Mr. Revord stated that he feels it is very important to have the Council liaison attend the meetings.

X. APPROVAL OF MINUTES

a. October 17, 2019

*Ms. Feezor made a motion to approve the October 17, 2019 meeting minutes, Mr. Welsch seconded; motion passed unanimously.*

XI. CONFIRM NEXT MEETING: 1/30/2020

*Mr. Welsch made a motion to adjourn, Ms. Feezor seconded, motion passed unanimously; meeting adjourned at 7:19 p.m.*

XII. ADJOURNMENT

Respectfully submitted,

*Nadine Chiaramonte, 8/17/2020*

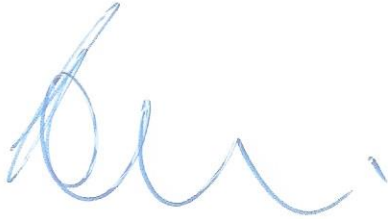
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Nadine Chiaramonte, Office Assistant

APPROVED  
HISTORIC PRESERVATION BOARD:

Date: 10-1-20

AUTHENTICATED:

A handwritten signature in blue ink, appearing to be 'J. Welsch', written in a cursive style.

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Jurgen Welsch, Chair

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Any person requiring special accommodations at any of the meetings because of a disability or physical impairment should contact Arleen Hunter, Assistant City Manager, at 239-949-6262, at least 48 hours prior to the meeting.

If a person decides to appeal a decision made by the Council in any matter considered at this meeting/hearing, such person may need to ensure that a verbatim record of the proceedings is made, to include the testimony and evidence upon which such appeal is to be based.