



City of Safety Harbor Florida

HOME OF ESPIRITU SANTO MINERAL SPRINGS

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June 27, 2014

Peter Monroe, President & CEO
National Real Estate Ventures, LLC
1810 Pine Hill Drive, Safety Harbor, Florida 34695

RE: Letter of Commendation

Dear Peter:

As you know, the 2014 Mayor's Award to Northwood Commons for Commercial Excellence—emphasized the ecologically sensitive ways in which you solved a serious drainage problem cited by SWFWMD as causing downstream pollution and flooding. It also cited your having attracted high quality new tenants, while renewing the leases of your best tenants—to the betterment of the City.

We believe that Northwood Commons was so successful, because it involved a form of private-public partnership that did not involve funding, but rather a free exchange of ideas that would make Northwood Commons better for its owner and for Safety Harbor. We can think of many examples, but we will emphasize just one.

Foremost was the lack of effective office center signage. You inquired whether we would support allowing 12 or more office tenants to install architecturally conforming signs on the 2-story office building façade. We had recently amended our sign code in a manner which would allow this. It was clear that in this office market, tenants required more visibility. We believe that the attractive signage that then was installed has helped lease the building—a win-win for the center and the City.

Our collaboration also extended to the pylon sign in several ways. Making the center easier to find by mounting an internally illuminated channel address sign, has helped customers and emergency vehicles to safely find their destinations. Converting the pylon (and retail fascia) signage to LED was eco-friendly—an approach that we support.

We also all agreed that the Pylon on McMullen Booth was so far set back at 5 feet below road grade as to defeat our mutual goals for the pylon. Therefore, we supported your variance request to raise the pylon by 5 feet on the basis that the base of the pylon was 5 feet below road grade.

To further increase safety, we worked together to make the complex traffic patterns within the center more navigational and safe with improved directional and warning signs. By adding 2,000 watts of lighting to the office building and by changing the internal walkway lighting to LED, we believe that you substantially increased safety and security.

We believe that Safety Harbor is the best jurisdiction in Pinellas County in which to develop. We are open to new ideas and enjoy creating new and exciting programs to improve the quality of development. We hope to continue to attract developers such as you who see this process as a public-private partnership.

Once again, congratulations on a job well done.

Best regards,

A handwritten signature in black ink that reads "Matt Spoor". The signature is written in a cursive style with a large, prominent "M" and "S".

Matt Spoor, City Manager

Cc: Matt McLachlan, Community Development Director