

FAQs – 08/20/2023

1. What is Rum Road Collective?

Rum Road Collective is the name attached to an application to Lee County for three lots currently zoned TFC-2 (a type of residential zoning) to MPD multi-use planned development (a hybrid of residential and commercial zoning). The lots are 4471 Bartlett Parkway, 516 Rum Road, and 522 Rum Road. The three lots are contiguous along Rum Road across from Island Club properties.

2. Who owns the Rum Road Collective properties?

- 4471 Bartlett Parkway is owned by **Steve and Marni Ward**, island residents and long-time homeowners of property on both Oro Pesos Ln and Seair Ln.
- 522 Rum Road is owned by **522 Rum Rd LLC** which is owned by **Mike Swinford and Tom Harner**, both island homeowners and both are additional island property owners.
- 516 Rum Road is owned 50% by the **Wards** and 50% by **522 Rum Rd LLC**.

3. Are the owners the developers of the properties?

Yes. Each property is owned independently, and each owner is responsible for the development of the property. The “Collective” is bringing the properties together for the zoning change request.

4. What is the overall objective for development of these properties?

To provide facilities that provide needed “light use” community facilities and commercial services to island homeowners, business owners, visitors, and rental guests.

5. What is the difference between current TFC-2 zoning and the proposed MPD zoning of the properties?

TFC-2 is one of several categories of residential zoning. MPD allows both residential and commercial use based on the Lee Development Code which defines allowable uses.

6. What is the difference between the proposed MPD multi-use planned development zoning and a CPD commercial planned development zoning?

The MPD designation (the proposed rezoning) allows mixed-use of both residential and commercial activities. The CPD designation is strictly commercial and is required for heavier uses such as garbage storage and transfer. There are currently only three parcels on the island zoned as CPD - the lot behind Mangos owned by Island Club and two barge landing sites owned by entities controlled by Mike Verona. There are multiple properties zoned C-1 (a legacy commercial zoning category) around Island Club and around the south and east end of the airstrip and along Point House Trail. Many C-1 properties have residential homes built on them.

7. What are the planned uses for each property?

4471 Bartlett Parkway – .54 acre - Community Center – 6,000 square feet on two levels

Uses:

- Civic meetings – no facility charge

- Island music and theatre performances – no facility charge
- Island Chapel –no facility charge
- Classes – yoga, art, etc. – available to island residents – no facility charge
- Weddings/receptions – rental
- Business/group meetings/functions - rental
- Available to residents for private functions – rental
- Walk In Business Center – daily/hourly use charge
- Office – daily/weekly/monthly rental
- Storage – annual rental
- Coffee Shop – public access
- Consignment Shop – public access
- Island Library – public access
- Multi-purpose Facility – Personal Trainer, Massage Therapy, Hair/Nails – public access
- Island History and Recognition display area

516 Rum Road – .25 acre - Live/Work facility – 3,600 square feet on two levels

Uses:

- Live / Work Facility
- 1st Level – Art Gallery or some other business
- 2nd Level – Residence for business owner

522 Rum Road – .36 acre - Live/Work facility – 12,000 square feet on three levels

Uses:

- 1st Level – Variety of Specialty Retail/Office – such as quick serve food, treat shop, boutique, salon, medical/dental clinic etc.
- 2nd Level – Variety of Office/Specialty Retail – such as boutique, gym, climate controlled storage, offices for contractors, vendors, property managers, Lee County Sheriff's Office etc.
- 3rd Level – 10 unit, long-term “hotel” room rentals for island contractors, workers, homeowners etc. Not intended for short term rentals.
- Development is intended to be for “quiet” businesses and there will be no pool, no outdoor speakers, nor any full-service restaurant or bar.

8. Is each property owner acting independently as far as building facilities on the Rum Road Collective properties?

Yes. Each property may/may not be developed by the owner and on different timelines. Any development must be built within the allowed uses by Lee County and subject to an extensive permitting process required to build.

9. How close will buildings be to roads and to adjacent properties?

Lee County has required setbacks for buildings from the property line. Since these properties have road easements for each property, the setbacks along the roads will be larger than required from the property lines. The owners/developers will need to comply with all required setbacks and intend to provide landscape buffers along all property lines.

10. Will the Rum Road Collective area be secure?

Yes. The owners/developers intend to have secure facilities and grounds with state-of-the-art security technology and camera monitoring.

11. What about utilities?

Each owner/developer will be responsible for providing code compliant electric, water, septic, and solid waste capabilities for each developed property. Based on the types of use, it is expected that each facility, open only limited hours each day, will use less utility infrastructure than a large rental house with 10 occupants does daily.

12. What about golf cart parking?

Provision of parking is one of the requirements of a Lee County development project. Each facility will be on pilings with adequate golf cart parking provided under the building.

13. How late will the businesses be open? What about noise?

The intent of the owners/developers is to provide facilities that support “daytime” businesses. If there is an event scheduled (wedding reception, drive-in movie night, etc.) these events will be required to be completely shut down by 9:00 PM. The types of businesses that will be operating are “indoor” businesses. There will be no pool or bar that could create noise, nor outdoor speakers. It is believed that the facilities will actually create a noise barrier for homeowners from noise currently generated by the Island Club.

14. What about the decorative landscaping currently in the middle of Rum Road near the intersection with Bartlett Parkway?

The current structure is on property that is part of 4471 Bartlett Parkway. It will go away as part of any development and that space will be repurposed (the current piece can be relocated versus just being torn down if desired).

15. Will Rum Road Collective businesses compete with current island businesses?

The intention is to provide new and complementary options and facilities. There should be minimal overlap with any current island businesses. Current island businesses could choose to lease space in the new facilities but that is not net new competition.

16. Will the Rum Road Collective facilities provide a hurricane shelter?

All facilities will need to be built to current building and hurricane standards. It is the intention to provide a hurricane shelter capability for emergency use in the Community Center building as it will have more open space and a full generator backup capability.

17. Will high-speed Internet access be provided to the public?

Yes, while within range of the facilities.

18. Are the on-site shops owned and operated by Rum Road Collective owners?

No. Any shops will be operated by independent business owners who are leasing space in the facilities.

19. Will there be a golf cart rental business?

No. There is no intention or desire to be in that business. An independent business could choose to open a golf cart rental business and lease office space but there is no space

available to support golf cart storage or maintenance.

20. Will the properties be used for trash storage or transfer?

No. Per #6 above, trash storage and transfer can only take place on a parcel zoned CPD. The zoning change requested is not for a CPD.