



## **COMMON AREA TRANSFORMATION PLAN: MARCH 2, 2026**

Estancia - 4801 Bonita Bay BLVD, Bonita Springs, FL

# Contents

Item	Slide
Summary of the Situation	2
Opportunity	4
Wegman's Reason-to-Believe: Horizons case example	6
Key Benchmarking Findings Beyond Horizons (Detail in Attachments section) <ul style="list-style-type: none"><li>○ Esperia</li><li>○ Azure</li><li>○ Tavira</li><li>○ Omega</li><li>○ Vistas</li></ul>	12
Additional Lessons and Ideas	56
Attachments	62

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Look forward to getting your feedback and suggested refinements

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**Estancia is pursuing improvements to its common areas to accelerate resident's long overdue day-to-day experience improvements, to help build community, and to significantly reverse rapidly declining property values.**

### Background

- Estancia was built in 2002
- Its only social room renovation was in 2010 for \$500K which included wall painting, carpet, and a combination of new and re-upholstered furniture
- Current social room and spillover into lobby / 2<sup>nd</sup> floor hallways are substantially dated
- Other buildings along Bonita Bay Blvd. are either relatively new buildings or have interiors that have been recently addressed
- Estancia finds itself at a competitive disadvantage to its peer group

### Going forward

- Estancia has decided to develop a new Vision / Mission and Master Plan for its social room and common areas to differentiate it from the other high rises in Bonita Bay
- The challenge is creating a plan that is mutually pleasing to its current residents and to a future generation of buyers, all within a finite budget that is supported by the residents and approved by the Board
- Done well, Estancia will become a timeless haven for all residents, and it will be an aspirational new home for prospective buyers
- It will also significantly increase our property value as common areas are a buyer's first impression

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The Estancia Design Committee and Board has hired award-winning **Wegman's Design Group** (<https://wegmandesigngroup.com/>) to develop its common area design and Master Plan.

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## Estancia’s performance lags its high-rise peer Esperia. Investing in a respected designer and renovating Estancia’s common areas would markedly improve the resident and buyer experience and deliver a strong financial return.

### Realtor observations

- Buyers form a first impression within the first *20–60 seconds* and typically decide to pursue or leave a property within *3–5 minutes*.
- While some think Estancia’s look & feel is a “mini-Horizon”, realtors think it attracts a different buyer as units are 400-1,000 sq. ft. smaller
- They believe Esperia’s 02-unit floorplan is the closest comparator to Estancia’s units.
- Esperia completed a common-area renovation in 2025 to align its finishes with Sea Glass.
- Estancia has yet to renovate its common areas.

### Impact since Esperia’s renovation

- Esperia’s active sales price per sq. ft. for 02 units rose from **\$692 (2025)** to **\$732 (2026)**, a +6% increase.
- At \$732 per sq. ft., Esperia’s 02-unit pricing is **26% higher** than Estancia’s \$581 per sq. ft.
- Esperia’s days on market for 02 units decreased from **113 days (2025)** to **63 days (current)**, a **44%** reduction.
- Estancia’s active unit days on market is **290 days**, which is **460% longer** than Esperia’s current 63 days.

### Context and conclusion

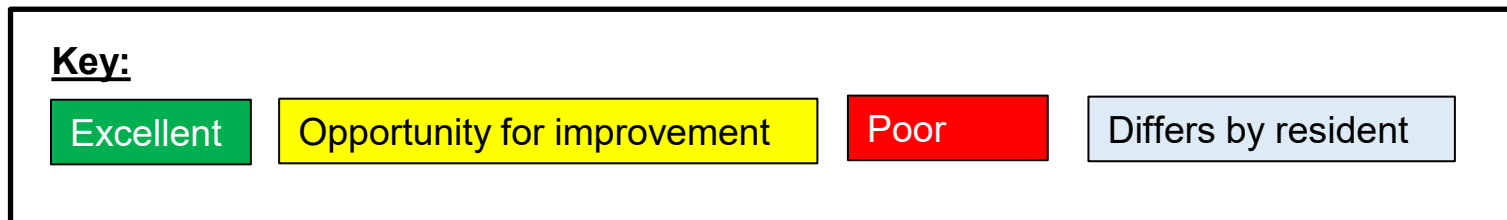
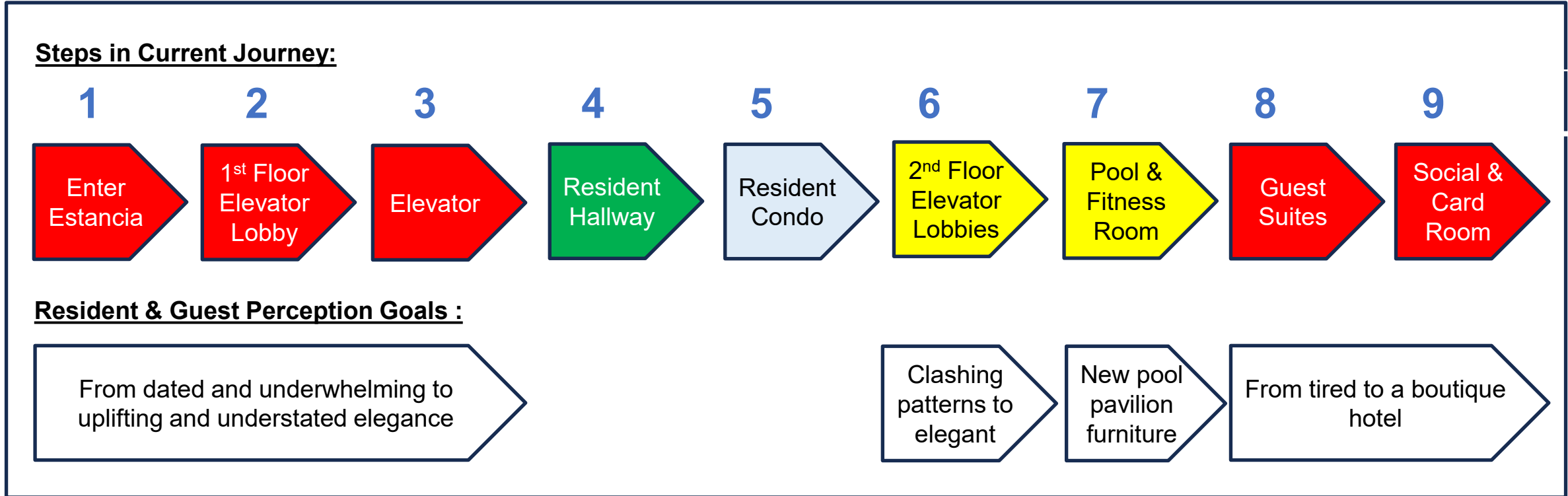
- Esperia was built in 2007, five years after Estancia, and the 2025 renovation materially improved first impressions with prospective buyers, accelerating its resale performance.
- An average 2,700 sq. ft. condo in Esperia is currently selling for roughly **\$408,000 more** than an equivalent unit in Estancia and is selling **227 days (≈ 9.6 months) faster**.
- Even if Estancia’s renovation closed only *50% of the gap* with Esperia, the investment would generate a significant return.

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**Bottom line:** A focused common-area renovation, guided by a highly respected designer, will improve buyer perception, reduce days on market, and meaningfully increase resale value—delivering a compelling ROI for Estancia

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There is an opportunity to address initial and final impressions in the resident and guest journey and overall experience.



**Wegman's long-standing track record in SW Florida high-end condos is second to none.**



**Recent awards** 

**The Crystal at Shell Point Retirement Community**

- Gold Award- EFA Remodel/Renovation Competition
- ASID DEA – Second Place: Best Restaurant/Cocktail Lounge/Bar
- LBIA Summit Award-Best Commercial Contractors Project-Restaurant-\$2MM-\$4.9MM-Wright Construction

**Pelican Marsh**

- Golf Inc. Magazine-National recognition-Best Clubhouse Renovation
- Grand Aurora Award-Best Commercial Project-20,000 sq. ft. & over
- CBIA Sand Dollar-Interior Design of the Year-Commercial \$600,001-\$700,000
- CBIA Sand Dollar-Best Commercial Remodel-BUILD LLC \$3M-\$5M
- ASID DEA-Second Place: Best Renovation
- LBIA Summit Award-Best Specialty Contracting-Interiors-Improvements & renovations-\$2MM - \$4.9MM

**Discovery at Village Naples**

- Grande Aurora Award – Best 55+ Housing Community – On the Boards
- LBIA Summit Award-Best Commercial Non-Built Design Project - \$5MM - \$8MM

**Wegman Design Group Website**

- ASID DEA-Best Website Design

**Welcome Center at Shell Point Retirement Community**

- ASID DEA-Second Place: Best Office Design/Workspace
- ASID DEA-Second Place: Best Single Space (Board Room)
- LBIA Summit Award-Best Speciality Contracting-Interiors-Commercial (Office, Retail, Banks & Mixed Use)-\$2MM-\$4.9MM
- LBIA Summit Award-Best Specialty Contracting-Interiors-Showroom-\$2MM-\$4.9MM

**The Springs at Shell Point Retirement Community**

- ASID DEA-Best Healthcare Design (AL and Memory Care)
- LBIA Summit Award-Best Specialty Contracting-Interiors-Healthcare-The Springs MC-\$2MM-\$8MM
- LBIA Summit Award-Best Specialty Contracting-Interiors-Improvements & Renovation-The Springs AL-\$5MM-\$8MM

**Aurelio's**

- ASID DEA-Best Retro Interior Design 10-40 years old

**The Guest Suites at Shell Point Retirement Community**

- ASID DEA-Honorable Mention: Best Furniture Design
- ASID DEA-Honorable Mention: Best Small Space under 1,500 sq. ft.

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Wegmans website: <https://wegmandesigngroup.com/>

# **Wegman's Reason-to-Believe**

## **Horizons before and after photographs**



**Won Summit Award for Best Multi-Story Special Contracting Interiors at the annual Lee Building Industry Association industry awards event on November 20, 2025**

**Wegman Design Group applied for the honor on behalf of Horizons**

# Horizons before and after Wegman's transformation (1 of 4)

Before



After



# Horizons before and after Wegman's transformation (2 of 4)

Before



After



# Horizons before and after Wegman's transformation (3 of 4)

Before



After



# Horizons before and after Wegman's transformation (4 of 4)

## Additional After



# Horizons highlights

- Social Room: Neutral palette, textured finishes, high ceiling. Pillars resurfaced with white textured tile and crown lighting. Central bar relocated as focal point, tech/AV fully integrated.
- Details: Multiple seating options from intimate to large gatherings, pedestal tables for leg room, chairs on casters for flexibility.
- Impression: Timeless, sophisticated, and universally praised. Modern touches but an overall sophisticated transitional vibe. Every design detail feels intentional.

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By far our favorite of the tour.

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# **Bonita Bay High-Rise Benchmarking**

(Beyond Horizons)

# Esperia highlights

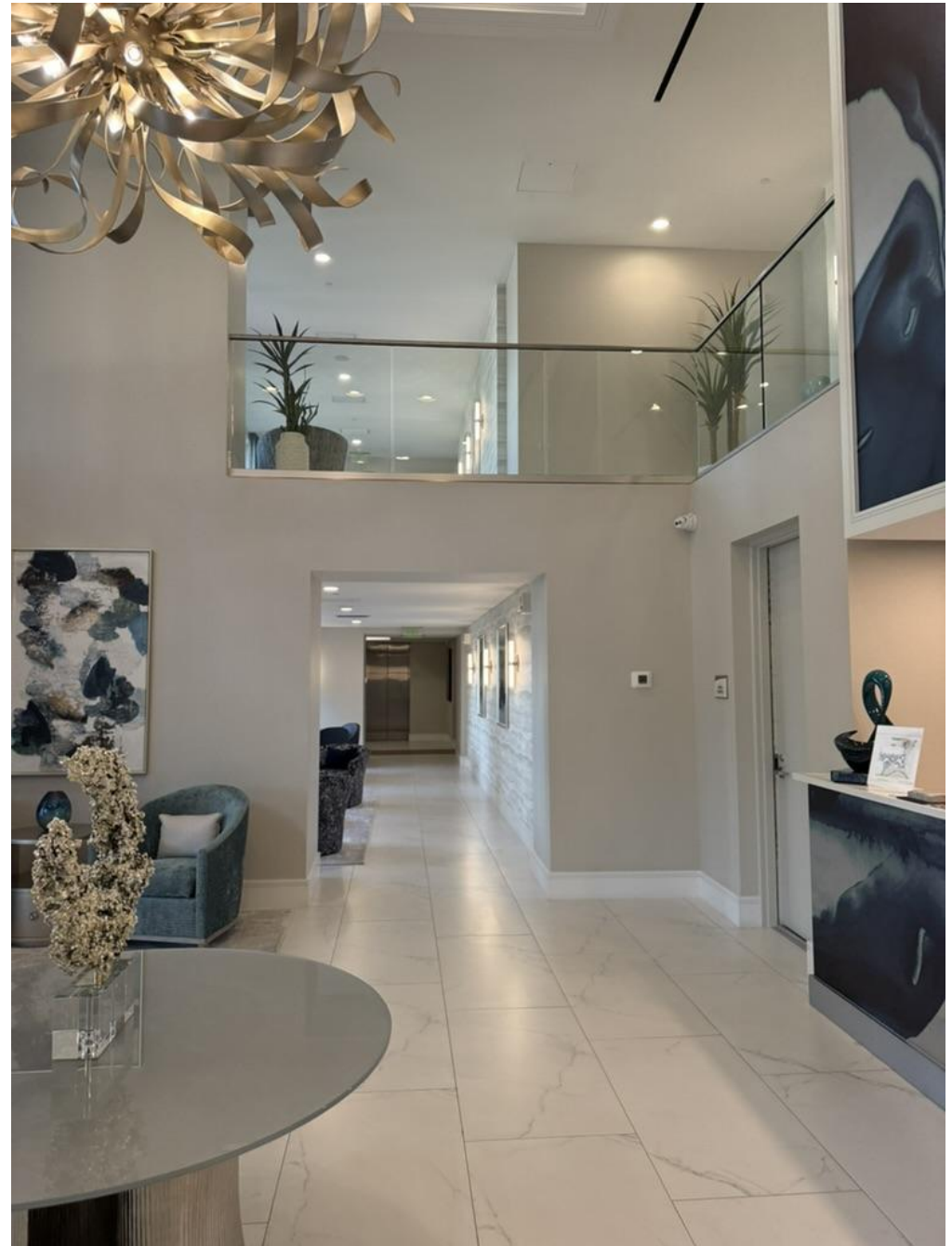
Horizons-esque. Very inviting and comfortable. Appreciated that some elements of all areas were refurbished as opposed to replaced – Primary Estancia competition per realtor opinions on slide #4

- **Space:** Shared by Esperia and Sea Glass. Consists of social room with bar, card room, pool table room, catering kitchen.
- **Social room entry area:** Part of the Sea Glass construction but was also updated in 10/25 renovation and matched modern aesthetic of both building lobbies. Esperia's lobby has been completely renovated post lan.
- **Design:** Elegant, comfortable space with sectional seating, perimeter card tables, new counter height bar with 5 bar stools. TV over bar surrounded by unique tiles. Uplifting palette. Modern pleasing light fixtures. Custom made rug with neutral waves and a light blue accent
- **AV:** Designed and installed by Collier AV. Includes state of the art speaker system designed for large space, two TV's (one looks like a painting when not in use). James Kelly, the building manager, was very happy with Collier AV. They discovered providing AV for Zoom meetings is an entirely separate system which they chose against funding.
- **Pool table room:** Updated and not fully renovated. Very well done with painting, new molding, new lighting, new flooring, new modern panels, new hardware, refinishing of the bar area.
- **Card room:** Has square tables (as requested by Mahjong players), chairs on casters, new credenza, bookcase refurbished/modernized with refinishing and hardware.
- **Kitchen:** New appliances, floor, paint, lighting otherwise original

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Renovation date 10/25; Designer: Clive Daniel; General Contractor: Lutgert Construction

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# Azure highlights

- Lobby: Modern, hotel-like with neutral tones, blue accents, and a lighted marble desk area.
- Social Room: Bright and airy but cluttered with too many card tables. Bar for 8, piano, and pillars resurfaced with modern pebble/stainless steel. Kitchen not renovated.
- Impression: Uplifting palette, but layout is a bit confusing. Assessment requirements unknown.

# AZURE

Renovation date: 2021

Designer: Norris



# Azure lobby



# Entering Azure Social Room













# Azure Card room



Note- Their catering kitchen is original.



# Tavira highlights

- Lobby: Updated with marble floors and painted panels, clean and bright. Open to second floor design aesthetic integrated throughout.
- Social Room: Low ceiling, dark wood pillars and bar, small TV, awkward layout. Felt dated despite a 2020 renovation.
- Impression: Heavy aesthetic with darker colors. Assessment requirements unknown.

# Tavira

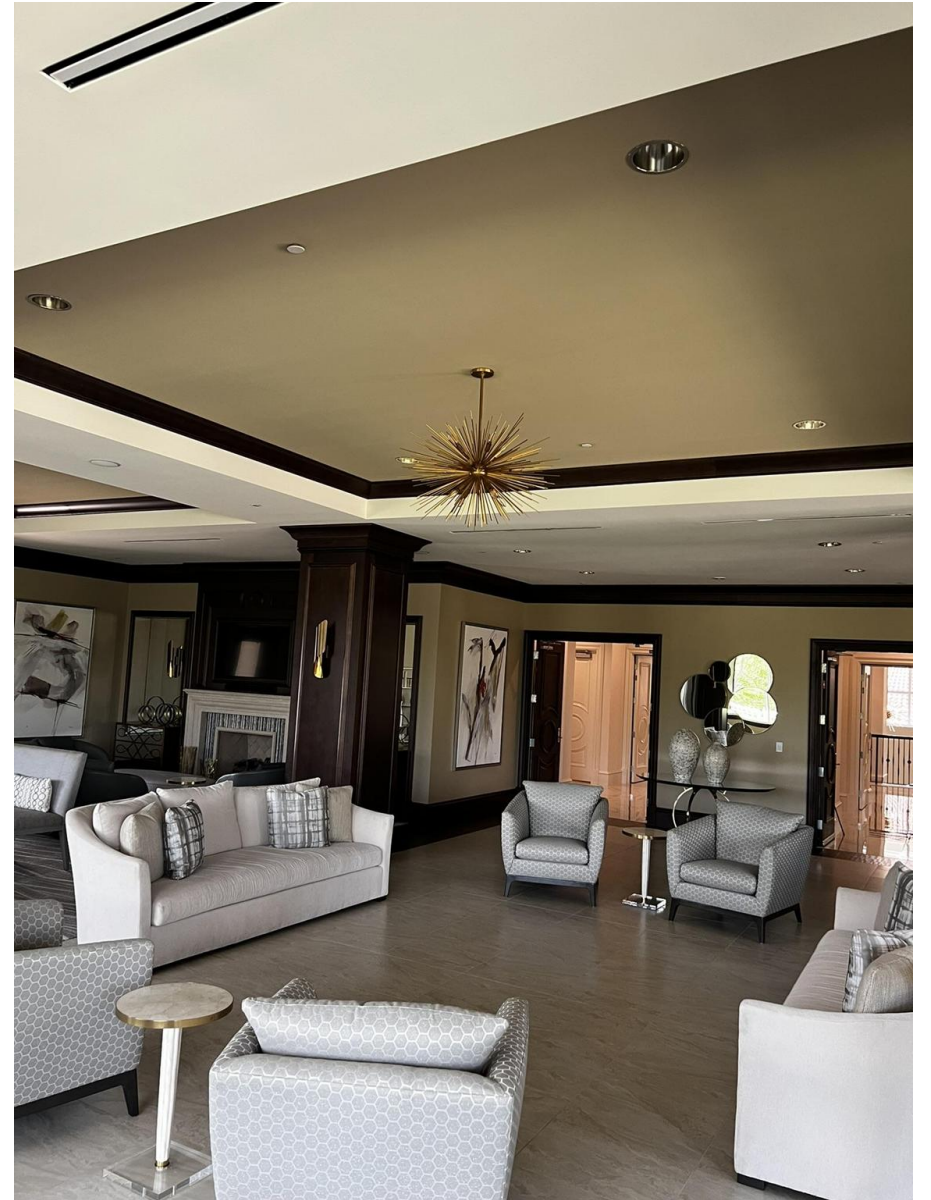
Renovation date: 2020

Designer: Rob and Stucky



Tavira wanted a hard surface floor for a dance floor.







Pull down screen and projector  
built into the ceiling





Bar was very limited between walls.

# Tavira Card Room

Note- Kitchen – New appliances but the rest was not renovated.



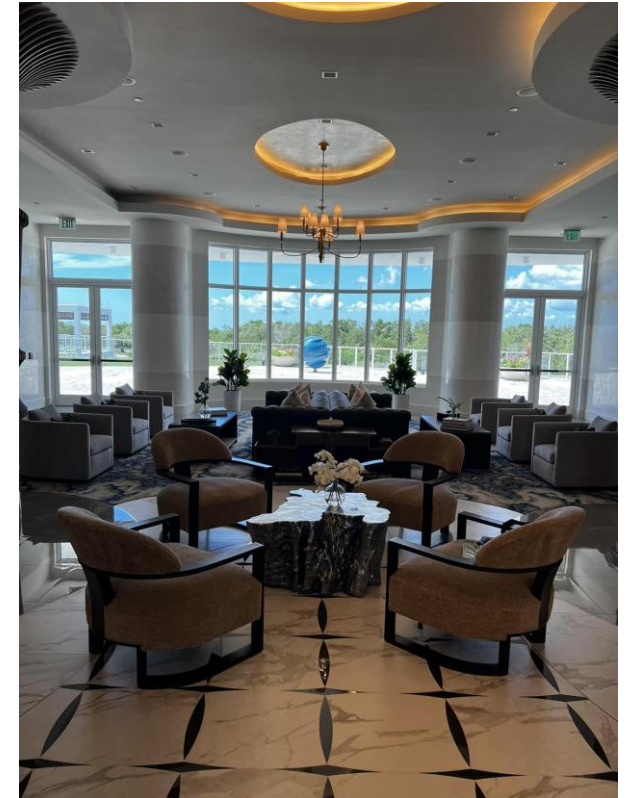
# Omega highlights

- Large beautiful social room with both intimate gathering areas, which includes a sizeable central space for socializing
- The bar is the highlight, although slightly dark. Faces a window which also includes a TV for entertainment. Would be better if the emphasis was on the view
- Color pallet is neutral with taupe, brown, and beige tones
- Multiple locations for parties, including ample outdoor space that is screened in with much furniture
- Of special note, excellent lighting from interesting sconces to inspirational chandeliers and ambient light in molding to create height

# Omega

New building – opened 2023

Designer- Beasley & Henley - Troy Beasley



# Bar in front of window





# Fireplace and quiet sitting area in the corner



# Main area in middle of room- TV is on a movable arm





# The Library or card room



# Card room



# Omega Lobby



# Omega lobby



# Vistas highlights

- Least inviting of all high rises
- Low on inspirational value
- Renovated in 2018, but already looks dated due to dark colors and furniture
- In an effort to hide pillars, they used screen-like covers that brought more attention to them
- Card room seemed somewhat unusable and cluttered

# Vistas

Renovation Date- 2018

Designer- Clive Daniels





Bar is divided by metal-work covered pole







Middle of social room-



CARD ROOM

Card room is across the lobby from the social room. Limited seating. Non-descript décor.

# Lessons from our tours

- Vetting matters- contractors and designers
- Master plan required for all spaces that spill over from the social and card room
- Timeless style works - Bright, neutral palettes with subtle accents that include a “Wow” factor. Avoid trendy accents and layouts that limit usage.
- Pay attention to the details- lighting, flooring, accents
- Gathering hub- making the space more inviting and comfortable for any day- not just planned functions
- Technology upgrades- TVs, AV, Sonos- all that integrate into the space
- Resident engagement: Start early to get residents excited; build trust

# Contractors and Designers

- Avoid using furniture companies for this project
- Hire a commercial designer and pay for the design fee. Have them specify what is included in that fee
- We will not leave the contractor work to the designer to handle. We will hire our own contractor, but make sure they will work with the selected designer.
- Once the committee agrees on a plan, we will have a better idea of budget. We will not give a number to either the contractors or designers bidding on the project.

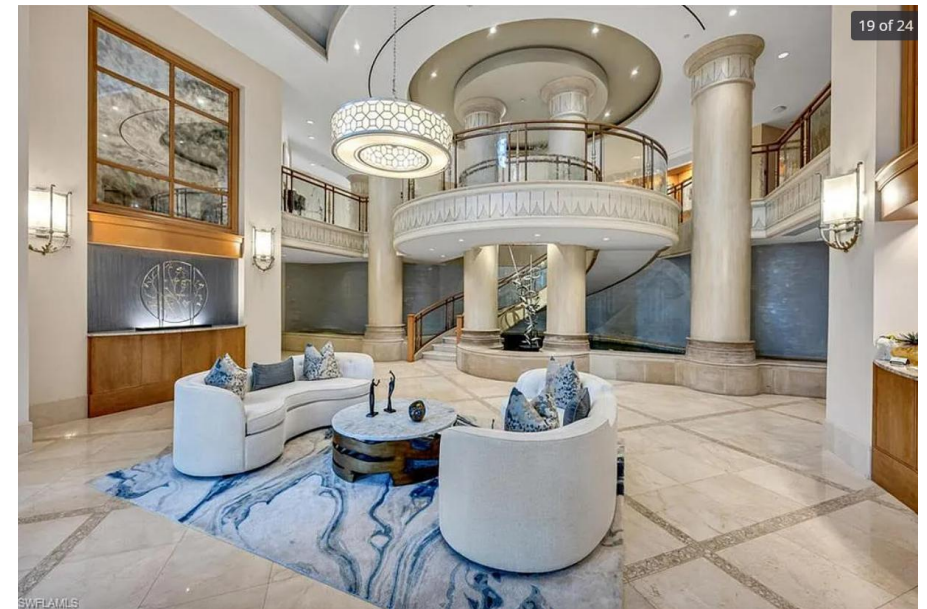
# Wish List (1/2)

## Lobby

- Identify and incorporate 2<sup>nd</sup> and 1<sup>st</sup> floor changes to maximize alignment with the Master Plan for the least cost
- Paint walls and wood trim on 1<sup>st</sup> and 2<sup>nd</sup> floor
- Update the banister
- Address light fixtures
- Repurpose metal sculpture
- Update water feature, creating a stunning lobby backdrop
- Resurface columns
- Replace temporary furniture

## Guest Suites

- Refresh all suite furniture and carpet
- Update kitchenette with modern appeal
- Replace bathroom tile and fixtures



# Wish List (2/2)

## Locker Room & Common Bathrooms

- Complete refresh including paint, tile, and countertops
- Replace steam room with dry heat sauna

## Social & Card Rooms

- Open-up half the wall to the card room with sliding framed glass doors to make card room integrated with social room and to emphasize the sweeping views; but still private for events in card room.
- Create open kitchen gallery experience with handsome cabinetry and countertops, nice for community experiences like having a coffee
- Relocate and enlarge the bar, creating a focal point for communal experiences.
- Create several comfortable TV areas with well-conceived AV capabilities, one area with a fireplace
- Raise the ceiling and adding ambient lighting
- Cut walls that are not retaining walls to make the entrance into the social room bigger and flow better
- Updating the floor consistent with the design plan and complimenting existing floor in common areas
- Fireplace with TV above it. TV in card room for presentations

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**Identify some low cost cosmetic quick hits on the 2<sup>nd</sup> floor and lobby spillover that could be refined consistent with the overall Master Plan, making the look and feel of Estancia's common area appear more integrated**

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# Ideas to think about



# Estancia

**Now is the time to take Estancia to a new level!**

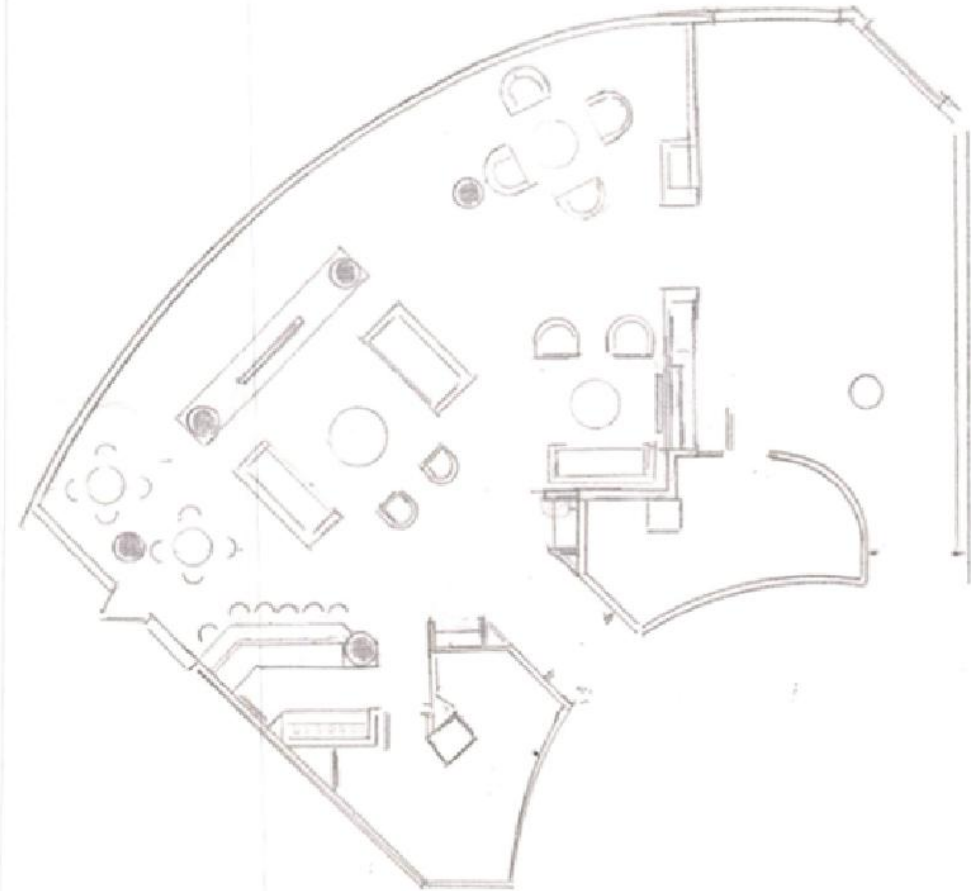
Next Steps:

- Finalize Master plan, including Mission/Vision statement, scope and budget of project
- Reach out to designers – start the interview process.
- Work with Rich on assessing contractors
- Make sure contractor selected and designers will work together.
- Initiate resident outreach plan

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**Implement robust project management for oversight and quality control.**

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CONCEPT 1

# Attachments

Bonita Bay High Rise Benchmark Detail

## Estancia Design Committee - High Rise Benchmark Summary

Notes from the September 10, 2025 site visits to Azure, Tavira, Esperia, and Horizons. Below is a summary of each visit with key highlights, organized for review and comparison.

 <b>Summary of Site Visits for Estancia Renovation Research</b>				
Aspect	Azure	Tavira	Esperia	Horizons
<b>Designer</b>	Norris	Robb & Stuckey	Clive Daniel	Wegman (Laurie Wegman lead)
<b>Construction</b>	Unknown	Unknown	Unknown	Ancora Construction
<b>Renovation Date</b>	2021	2020	Ongoing (Social room completion Oct/2025)	Social room complete; lobby next year
<b>Social Room Features</b>	Neutral cream/grey/beige + blue upholstery; orb chandeliers; combination carpet/tile floor; pillars resurfaced; multiple card tables, some seating areas; flat screen + electric fireplace; bar with 8 stools and medium TV behind; large piano player; kitchen not renovated	Low ceiling with tray cut-out; dark wood pillars and bar; piano player; corner bar with TV; mixed seating. Industrial neutral carpet with geometric design; faux wood fireplace with dark mantle + small TV; kitchen original but updated appliances	Under renovation, wood paneling painted to match trim, light/bright paint; kitchen under renovation; design transparency efforts noted; per design boards décor will be neutral, bright, modern	Neutral palette, textured wall paper, pearlized glass panels, feature walls with textured finishes or wood panel accents; large, relocated bar with wide island, huge flat screen with framing; industrial neutral carpet with white wave design; minimal middle chandelier; pillars resurfaced with white tile, crown lighting; seamless, inviting atmosphere. Kitchen not renovated.
<b>Lobby Features</b>	Clean, modern, neutral with pops of blue; warm illuminated marble behind front desk; minimal decor; silver metal sculpture; minimal orb chandeliers	Shiny white marble floor; decorative black banister; painted wood panels creating clean look; two-level with matching aesthetic between floors	Extremely modern, hospital, office-like;; large decorative chandelier; marble floors; elevator area has electronic announcement board, elevators match decor white /mirror interior, white marble tile floor, stainless steel ceiling and rails	Renovation 2026. Wegman design plan integrates with Social Room

Aspect	Azure	Tavira	Esperia	Horizons
<b>Design Style Impression</b>	Light, open, hotel-lobby feel; bright and uplifting; somewhat confusing functionally with too many card tables	Surprising datedness given 2020 renovation; dark heavy feel not fitting Florida; illogical furniture flow; small TV area	Modern, bright, elegant; still under construction limiting full impression; transparency and resident engagement emphasized	Sophisticated, timeless, inviting; not too modern, not formal; extremely comfortable, functional bar for gathering; unanimously praised by committee
<b>Process &amp; Engagement</b>	Unknown	Unknown	Transparent with residents, 80% approval via meetings, emails, surveys; pulled construction from designer due to pricing frustrations; active building manager. No assessment.	Design committee final decision after initial surveys; no design boards or town halls; strict budget and no changes after decision; invoiced progress-based; strong builder-designer relationship. \$12,500 assessment. 2026 Lobby renovation included in assessment.
<b>Kitchen Condition</b>	Original, not renovated	Original but updated appliances	Part of ongoing renovation	Original, not renovated
<b>Notable Details</b>	Light, inspiring design emphasizing view from large windows. Large, well placed bar, less than optimal furniture and seating areas	Importance of timeless design to avoid a dated feeling only five years after renovation	Importance of designer selection. Insight into gaining resident approval	Cheap is expensive. Doing things the right way produced a stunning result. Importance of cohesive design elements. AV integration recommended early; Sonos system throughout room, ability to zoom board meetings on large screens. Pillars can be modernized with crown lighting on pillars; consider moving bar for better room flow and usage

## Key Insights & Recommendations for Estancia's Renovation

Insight	Implication for Estancia Renovation
Azure's clean, modern design emphasized bright, open spaces with neutral colors and blue accents, but had functionality issues with card tables. Lobby, elevator and social rooms reflect a master design plan	Consider balancing aesthetics with clear room functions, avoid overloading with similar seating type and too much furniture. Establish a master plan for lobby, social and common areas so all will eventually reflect a consistent style.
Tavira's renovation felt dated and dark despite recent work, with unclear flow and small TV spaces	Avoid dark wood tones misaligned with Florida's light, airy feel; focus on logical furniture layout. Create large areas for TV viewing and board meeting zooms.
Esperia shows benefits of transparency and resident engagement, with modern finishes, though construction still in progress. Also importance of master plan so lobby, elevator, and social areas all flow together with the same design	Early resident involvement and clear communication can build approval; monitor design and contractor relationships carefully Develop master plan for all common areas including lobby and elevators
Horizons delivered a highly coherent, timeless, neutral space praised for sophistication and comfort, with functional bar central to social use	Aim for a well-integrated design with a strong functional centerpiece like a bar; ensure all audiovisual components are integrated early. Make sure all seating areas are thoroughly conceived for various uses and furniture is selected accordingly
3 of 4 buildings have original kitchens. Esperia's was not available to tour but will be new	Consider carefully kitchen spend allocation based on best value for what is actually needed

## Designer Outcome Ranking

Rank	Site	Designer(s)	Key Design Highlights	Customer Feedback Summary
1	Horizons	<b>Wegman</b> (Loren Wegman lead)	<ul style="list-style-type: none"> <li>Sophisticated, timeless, and inviting design</li> <li>Neutral palette with varied textures (wallpaper, glass panels)</li> <li>Functional social bar central to community gathering</li> <li>Integrated AV and lighting</li> <li>Strong builder-designer collaboration</li> </ul>	<ul style="list-style-type: none"> <li>Highly praised by all committee members</li> <li>Known for seamless, practical, and welcoming spaces</li> <li>Broad approval and no reported major issues</li> <li>Evidence of "you get what you pay for"</li> </ul>
2	Esperia	<b>Clive Daniel</b>	<ul style="list-style-type: none"> <li>Modern, bright, elegant design</li> </ul>	<ul style="list-style-type: none"> <li>Generally well received with 80% resident approval</li> <li>Valued for open design process and modern aesthetic</li> </ul>

Rank	Site	Designer(s)	Key Design Highlights	Customer Feedback Summary
			<ul style="list-style-type: none"> <li>• Emphasis on transparency and resident engagement in design process</li> <li>• Active communication and surveys</li> <li>• Construction ongoing, so full impact not yet visible</li> </ul>	<ul style="list-style-type: none"> <li>• Some limitations due to ongoing construction status</li> </ul>
3	Azure	Norris	<ul style="list-style-type: none"> <li>• Clean, modern, bright lobby with neutral and blue accents</li> <li>• Warm materials like illuminated marble and silver sculpture</li> <li>• Emphasis on a hotel-lobby feel</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed feedback</li> <li>• Appreciated for brightness and style but some functionality concerns</li> <li>• Too many card tables causing confusion in space use</li> </ul>
4	Tavira	Robb & Stuckey	<ul style="list-style-type: none"> <li>• Traditional style with painted wood panels and dark wood features</li> <li>• Decorative banisters and shiny marble floors</li> <li>• Furniture and layout felt dated</li> </ul>	<ul style="list-style-type: none"> <li>• Least favored</li> <li>• Criticized for dark, heavy feeling</li> <li>• Layout and furniture flow seen as illogical and not aligned with Florida aesthetic</li> <li>• Small TV area disliked</li> </ul>
5	Omega	Beasley & Henley	<ul style="list-style-type: none"> <li>• Omega is a new building.</li> <li>• Impression: Beautiful open lobby. Stunning structural elements and soft colors.</li> <li>• Social room- Darker. Multiple quiet banquette seating along the wall as you enter. The bar is facing the window but does not have a view due to a decorative wall unit behind the bar. Darker wood with beautiful details.</li> <li>• 3 lounge seating areas in the social room. In the corner of the room there is a fireplace that is featured that is shared by 2 areas.</li> <li>• The card room looks more like a library/ board room with limited seating and one large table.</li> <li>• It is noted that Omega has a 3 other areas for residents to gather: Rooftop social area, a movie theater as well as a very large pool house. The pool house/ cabana area is equipped with bar, TVs and beautiful furniture for lounging and dining.</li> </ul>	

### Summary Table: Designer Ranking Based on Customer Feedback (Fixed Layout)

Rank	Designer(s)	Overall Customer Sentiment	Design Strengths	Main Criticisms
1	Laurie Wegman (Horizons)	Highly positive, unanimous approval	Timeless, inviting, functional	None reported
2	Clive Daniel (Esperia)	Positive, strong resident engagement	Modern, bright, transparent	Poor execution/deliverables by CD
3	Norris (Azure)	Mixed, some functional issues	Bright, modern aesthetic	Seating layout confusion
4	Robb & Stuckey (Tavira)	Negative, dated and dark	Lobby area bright and modern	Social room poor flow and outdated feel