



BABCOCK RANCH  
FLORIDA



# Babcock Location Map

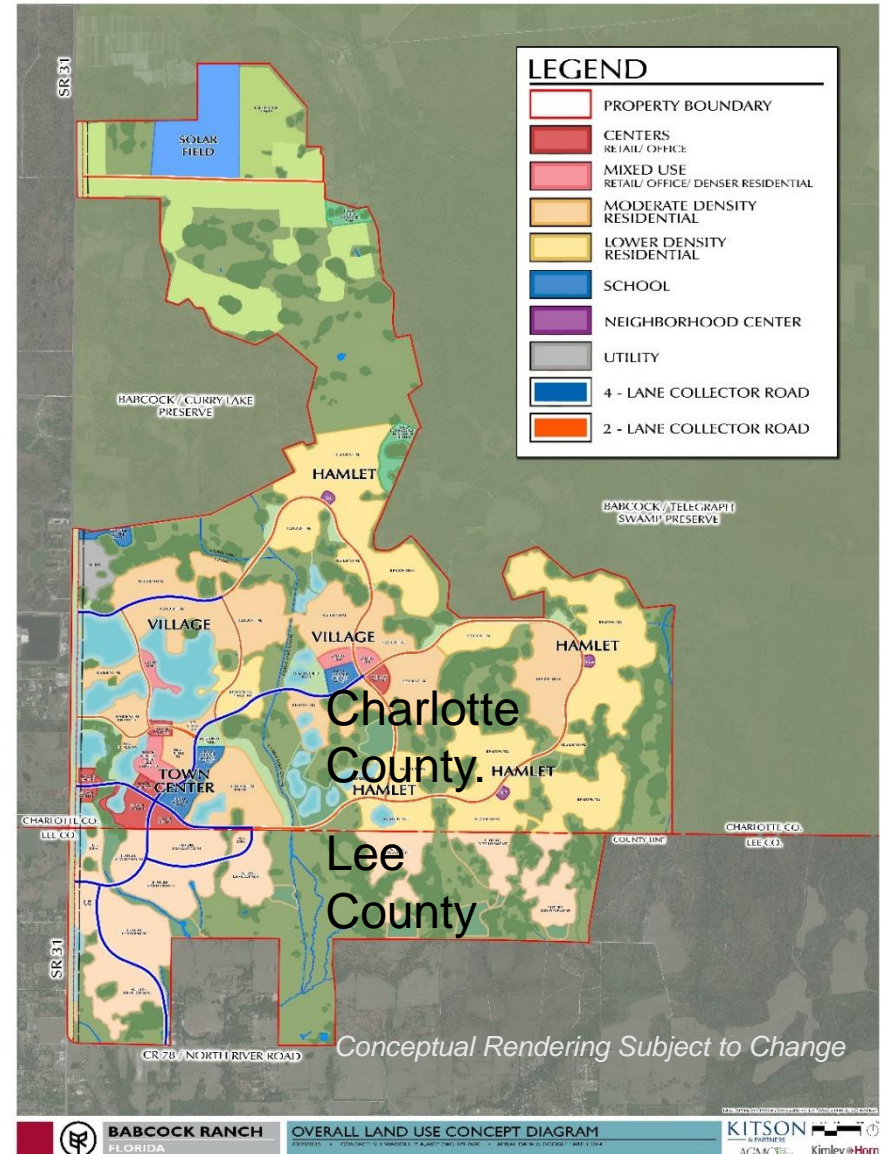


## Seven Primary “Big Idea” Strategies to be implemented Day One:

1. **Unparalleled access to one of Florida’s environmental jewels with 50% open space within the Babcock community, plus 73,000 acres of Babcock Ranch Preserve creating over 50 continue miles of active trail system.**
2. **Energy Independence – Florida’s First Solar City**
3. **Transportation Independence – Autonomous Electric Car and Shuttle System, Bike and Car-Share Strategy**
4. **World Class Education – Florida Gulf Coast University & Charlotte County Public Schools Collaboration**
5. **Convenience - Daily Needs & Social – Market, Café & Lakeside Restaurant**
6. **Health & Wellness Focused with Collaborative Campus Featuring:**
  - Education
  - Medical Care
  - Jobs Incubator – Start-Up Collaborative Workspace
  - State of the Art Fitness & Well-Care (Physician Assisted & Physical Therapy)
  - Social Gathering
7. **Technologically Superior - Century Link provided gig fiber to each home**
8. **Making it Fun!! – Abundance of social gathering areas from intimate neighborhood pocket parks, community great lawns for music and art festivals, to adventure trails with tree houses and multi-use trail systems.**

## Babcock Ranch

- Babcock Ranch is an 18,000-acre, 50,000-person “new town” development within the Fort Myers, Florida MSA
- Planned for 19,500 residential units (including 1,000 rental units) and 6 million sq ft of commercial space
- One of the first “new towns” powered by solar energy via 75MW facility to be built and operated by Florida Power & Light Company (“FPL”), Babcock Ranch will be a living laboratory for new clean-tech technologies and companies; although still reliant on the power grid, Babcock Ranch will always produce more solar energy than it uses
- A greenfield, master-planned “smart city” (smart grid, fiber to the home, smart homes, driverless vehicles, etc.)
- 50% of property dedicated to natural greenways, parks and lakes; surrounded by 73,000-acre permanent nature preserve – Babcock Ranch Wilderness Preserve
- Emphasis on eight (8) core initiatives: Environment, Energy, Education, Health and Wellness, Technology, Transportation, Public Safety and Fun
- Other existing businesses: water utility, mining, ranching, native nursery and sod operations
- Broke ground Nov-15, vertical construction starting July, 2016
- Established Independent Special District (ISD)
- Developer and Owner: Kitson & Partners
- **Lee County lands will be planned, entitled, and incorporated into the master plan**



2015 Babcock Ranch Master Plan

## Planning Principles:

- Embrace the Outdoors & Water; Public Trail System
- Public Access – Create timeless, traditional, multifunctional places that can grow and change with the community
- A place for every generation, prices ranging from \$200K-\$900K
- Seek out strategic partnerships for programming and operating when feasible – FGCU, CCPS, HCA West , Fitness Operator, Local Farm & Restaurateur
- Maintain affordability and sustainability with for-profit ventures and minimize or eliminate a lifetime of subsidized amenities for developer, investors, County, Town and residents



# Babcock First Phase Neighborhood Center



# Your New Home Town



# Sunset Park / Trail Head Update

- Iconic shelter moving to eastern end of trailhead as part of entry sequence
- Trails through woods take advantage of existing access roads and fire breaks
- Mining lake has been expanded to 50 acres
- Dog park as a destination
- Fishing and viewing dock on lake
- First 2-3 miles of nature trails will expand and loop around Bullhorn Lake
- Observation deck being moved to Bullhorn Lake as a trail destination





# Founder's Square on Lake Babcock



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## Founder's Square

- Core Health & Wellness Campus
  - HCA West Healthcare Strategic Partnership
  - FGCU/Charlotte County School Partnership
  - Start-Up & Encore Career Business Incubator & Collaborative
- Lakeside Restaurant & Community Gardens
- Discovery Center & Offices
- Market & Café
- Satellite FGCU Campus in Partnership with CCPS
- Wellness Center
- The Great Lawn - Social Gatherings & Events



# Babcock Ranch – Main Street Retail – Market and Café and Co-Working/Encore Career Center – Concept Vision Images

## • Programming Assumptions:

- Initial phase 12,000-15,000 +/- sf two-story building across from town square
- Daily needs convenience store
- Coffee shop, deli and bakery
- 2nd level – co-working space and encore career center – business, art, music, science, culinary and more
- Community post office



# Babcock Ranch – Founder’s Square District – Retail Campus Conceptual Site Plan and Building Program

## • Programming Assumptions:

- Signature civic community anchor buildings and markers along entry sequence, lake edge and boardwalk
- 10,000 +/- sf (two-story) community discovery center (information center) and Kitson & Partners’ Babcock Ranch development offices – 2nd story (potential future town hall)
- Outdoor outfitters shop – bike, water and hiking gear sales and rentals
- Lakeside boat house restaurant – 3,500 +/- sf local farm-to-table restaurant and demonstration kitchen for classes and events





DISCOVERY  
CENTER  
OUTFITTERS  
K&P OFFICES

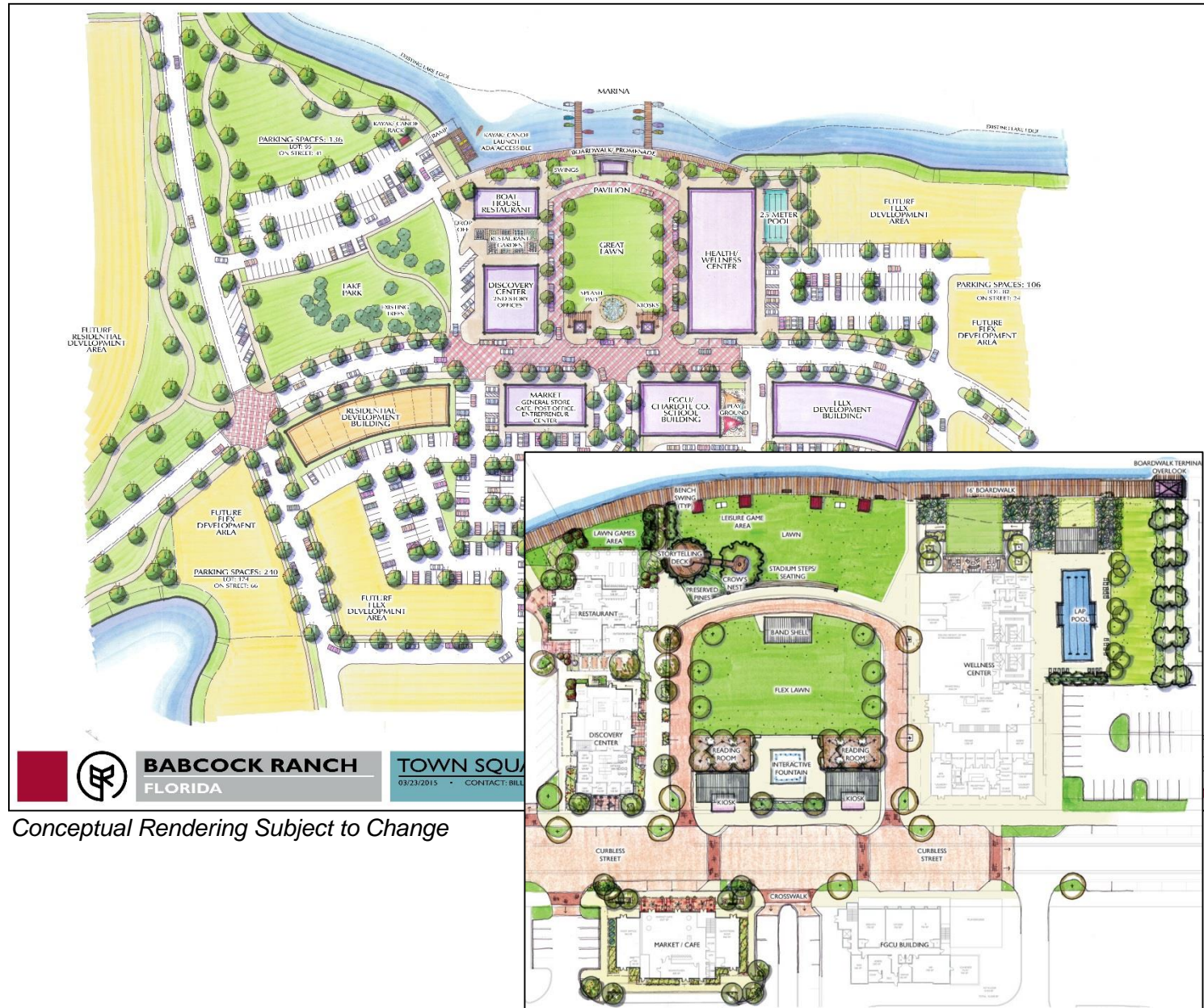
MARKET/CAFÉ  
THE HATCHERY



# Babcock Ranch – Waterfront District – Health and Wellness Campus Conceptual Site Plan and Building Program

- **68,000 +/- sf core health and wellness campus including medical, education and business collaboratives further described below:**

- Town green
- Event pavilion
- Splash pad
- Boardwalk
- Boat launch
- Outdoor lawn gaming area
- 10,000 +/- sf discovery center and 2nd story Kitson & Partners' development offices
- 3,500 +/- sf lakeside boat house restaurant
- 12,000 +/- sf market and café and 2nd story "co-working" space and encore career center
- 12,000 +/- sf 2-story education building to include FGCU under graduate/graduate courses and Charlotte County public schools (K-8)
- 30,000 +/- sf wellness center – fitness, medical well-care and rehab, pet care, education and social gathering





EDUCATION  
BUILDING



WELLNESS  
CENTER



# Perfect Game Opportunity

## Who is Perfect Game?

- Perfect Game has been the premier provider of baseball events in the U.S. for over 20 years
- Mission: Promote the game of baseball now and in the future by hosting the highest quality amateur events while providing meaningful opportunities and information to players, families, MLB organizations, college coaches, and fans
- Nationwide presence with concentrations in Iowa, Atlanta and Florida, especially in Lee County

## How Does this Opportunity Become a Reality?

- K&P works in collaboration with Perfect Game, Lee County and the Florida Department of Transportation to bring all key components together
- K&P dedicates the land to Lee County
- Lee County commits to build all the fields and facilities
- Perfect Game enters into long-term lease with Lee County to operate the fields and facilities
- FDOT commits to offsite road and bridge improvements

## What is the Opportunity at Babcock Ranch?

- Perfect Game wants to relocate its corporate headquarters and consolidate its Florida tournament fields at Babcock Ranch
- Perfect Game's goal is to have 42 baseball fields for teens and youth baseball, with ability to grow into additional sports such as soccer and lacrosse



## Why is this Strategic for K&P and Babcock Ranch?

- The opportunity to partner with Perfect Game will act as a unique catalyst and demand generator for Babcock Ranch, catering to over 300,000 new visitors per year
- This newly created demand dramatically expedites the near-term need for commercial, retail and lodging in the, which also creates meaningful experiences for Babcock Ranch residents as well (Entertainment District)
- Economic impact is meaningful for the region, with projections for over 2,000 new jobs and over \$120M annually in annual visitor spending

# Perfect Game – Preliminary Draft Concept Plan

- On southwest Lee County portion of Babcock Ranch on SR31
- 42 fields including 2 stadiums
- Hotel and entertainment district Stay and Play for 214,000 hotel stays for average 4-day baseball tournaments; 4,263 teams per year; 267 tournament days per year
- Movie theater, bowling alley, hotels, restaurants, up to 1.4M sf of non residential
- Expandable for other sports
- Includes entitlements for 1,630 residential units
- Includes resort hotel on Greenwell parcel on river across from civic center
- Fits within existing environmental permit foot prints





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