

# INTRODUCING THE STUNNING **BEAUTIFICATION** UNDERWAY AT GULF COAST TOWN CENTER



▲ Renditions of the new Courtyard

**Considered the commercial heartbeat of Fort Myers for over a decade**, Gulf Coast Town Center (also known as GCTC) is getting a beautification makeover that will be simply stunning. The new ownership at GCTC is committed to creating an unparalleled experience at the property that will further elevate GCTC and solidify its positioning as the premier place to shop, dine and unwind in Southwest Florida!

The stunning upgrades, which will cost well over \$10 million, will be seen, and felt, throughout the Property. The new ownership at GCTC is passionate about this project and isn't sparing any expense or detail. The upgrades will include:



## THE COURTYARD

The main Courtyard (located at the west end of the Village and flanked by GameTime to the east and RonJon Surf Shop to the west) will be totally re-constructed and transformed to be the place to gather and hang for people of all ages. A few highlights include:

- A new valet/drop-off lane flanked by an ultra-contemporary water feature and shade trellis will be created at the east entrance of the Courtyard to help with traffic flow.
- The playground will double in size and has been strategically re-designed to be an amenity for not only children and families but also adults.
- High-end artificial turf, with a variety of seating options, including swinging benches, will be placed throughout the Courtyard to provide for ultimate comfort while hanging for a moment to take a break, or several hours during one of the many planned outdoor concerts or events.

## CENTER ROUNDABOUT

The Center Roundabout, which serves as the primary focal point for GCTC and can be seen throughout the Property, will also be totally re-constructed. The new roundabout will be fresh, exciting and will include the following:

- A dynamic and colorful sculpture will be added to anchor the roundabout. The sculpture will be lit at night and will contain an interactive misting system and bubbler fountain to provide relief during those hot summer days as well as an opportunity for children to play and “just be kids.”
- The sculpture will be surrounded by contemporary landscaping as well as a variety of seating options, including natural earth berms, to provide for a park-like experience.



▲ Renditions of Center Roundabout

## LANDSCAPING

The existing landscaping will be replaced with a fresh and contemporary scheme that will include tightly manicured “golf course” grass, hundreds of new trees, and a vibrant mix of colorful flowers and indigenous plants. For the golfers out there, GCTC will feel like Amen Corner at Augusta National.

## LIGHTING

New LED light fixtures and additional up-lighting will be installed throughout the Village and parking areas to brighten and energize the Property. String lights will also be hung in the Courtyard for extra flair;

## BRANDING/SIGNAGE

Each section of the Village (Courtyard, East, Central and West) will have its own identity and will be marked with attractive, color-coded banner signs. This will allow customers to navigate the Property with more confidence and set more defined meeting points to meet their friends and family. Every sign at the Property, even the exterior pylon signs, will be replaced and will exhibit the new, fresh branding of GCTC.

Construction of these upgrades is set to start this month and should take no more than 3-4 months to complete. Please be patient with us while we enhance and beautify GCTC. We look forward to celebrating the completion of these upgrades later this year and will be announcing a date shortly to celebrate the new and improved GCTC.

Please also visit the new GCTC website for updates on the construction as well as details on our exciting tenants, shopping deals and upcoming live events: [www.gulfcoasttowncenter.com](http://www.gulfcoasttowncenter.com)

For reference, GCTC is located just south of Alico Road between Interstate 75 and Ben Hill Griffin Road at 9903 Gulf Coast Main Street. Iconic businesses such as Regal Cinemas, Bass Pro Shops, Costco, Target, LA Fitness, Dick’s Sporting Goods, PF Changs, Miller’s Ale House, Outback Steakhouse and GameTime, just to name a few, are already located at GCTC.



### Main Office

9903 Gulf Coast Main Street, Suite 120  
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### Mall Hours

Mon-Sat 10am-9pm  
Sun 11am-6pm

[www.GulfCoastTownCenter.com](http://www.GulfCoastTownCenter.com)