



VILLAGE OF ESTERO
DESIGN REVIEW BOARD
MEMBERSHIP APPLICATION

Name: Jim Wallace

Address: 9510 Corkscrew Palm Circle #1, Estero m33928

Community: Genova

Home Phone: (239) 404-3208 Cell Phone: (239) 405-3208

Email Address: jimwallace.genova@outlook.com

Year-round Resident: yes Snowbird: Annual months in Estero: 12

Years as Estero Resident: 19

Employed: Part time Retired: Semi

Monthly Hours Available for Community Service: 10

Qualifications for Design Review Board: Designed, marketed and built 6 communities and 2,300 condominiums including Lighthouse Bay at The Brooks, Rapallo at Coconut Point and my current development Genova on Via Coconut Point Road.

Previously served 6 years on Estero Design Review Committee.

Educational Background: 1963-1967 Studied economics and finance for 3 years at McGill University. 1967-1968 Studied world religions and economics at Loyola College. 1976-1978 Taught marketing and advertising at McGill University

Relevant Professional Work Experience/Training: 1990 - 2004 Designed and built 3 communities and 970 condominiums in North Naples. 2004 - 2019 Designed and built 3 communities and 1400 condominiums in Estero.

Prior Community Service: 6 years - Estero Design Review Committee
8 years - Fundraising co-chair of Child Protection Team of Child Advocacy Council
3 years - Board member of Education Foundation and co-chair of Take Stock in Children program.

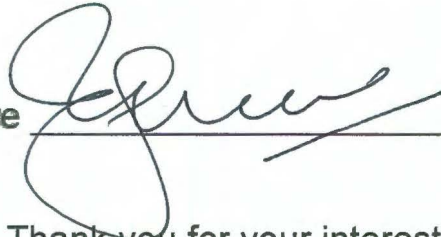
Please explain what you hope to achieve in this position: _____

To be a catalyst to collaboration between applicants and the Estero Design Review Board.

To motivate applicants to exceed Estero code standards.

To recommend "low cost / no cost" improvements to sub-standard presentations to the benefit of Estero.

Please supplement this application by submitting a copy of your resume.

Signature  _____ Date April 25, 2019

Thank you for your interest in serving the Village of Estero

James Peter Wallace Biography

Originally from Montreal, Quebec, Canada.

Born April 1946, the youngest of 3 sons of a Scottish immigrant and a Montreal native.

Jim's parents moved to Naples, Florida in 1963. Jim stayed in Montreal to attend McGill University from 1963 to 1966 but dropped out in third year (paradoxically taught marketing and advertising at McGill from 1976-1978).

While at McGill in 1965-66 Jim owned and operated a coffee house featuring artists like Richie Havens, Pete Seeger, Odetta, Green Briar Boys and Gordon Lightfoot.

In 1972 with no money and 3 employees Jim started Wallace Moore & Company, an advertising and sales promotion agency. This was the beginning of an 18 year career as a creative director and ad agency principal.

In 1982 Wallace merged with Toronto ad agency Saffer, Cravit & Friedman to become Publicite Wallace Saffer in Montreal. The affiliated offices in Montreal, Toronto and Chicago became the largest retail advertising agency in North America.

On July 29, 1989 Jim married Debbi Bruner (absolutely the best decision of his life).

Jim resigned his ad agency partnership in December 1989 to take four-year sabbatical with Debbi on-board their 47-foot ketch "Capricious".

Jim and Debbi immigrated to Naples, Florida in January 1990, lived on-board their sailboat and soon started a family...but never took the sabbatical.

In April 1990 Jim and his older brother Jack launched Piper's Pointe, a community of 240 condominiums in North Naples.

Jack retired in 1992 but Jim continued on his own with Piper's Grove (388 condominiums), Calusa Bay (342 condominiums) in 1995, Lighthouse Bay at The Brooks (654 villas and condos) in 2000 and Rapallo at Coconut Point (540 villas and condos) in 2005.

Jim and Debbi weathered the 2008 to 2014 real estate recession and in 2015 launched Genova, a gated, mid-rise community of 205 luxury condominiums on Via Coconut Point Road in Estero.

In all Jim has designed, marketed and built over 2300 condominiums in 6 communities in Southwest Florida, 970 in North Naples and 1400 in Estero.

As a creator of waterfront, resort-lifestyle communities Jim has been recognized for his design innovation, attention-to-detail and added-value, winning many national and regional awards. Each of his communities have in some way redefined the curve.

Jim is blessed with an incredible wife and partner, five loving children aged 25, 27, 43, 45 and 61 (adopted) and 7 "perfect" grandchildren aged 5 to 27.

Jim's community work has focused on kids...as the fundraising co-chair of Child Protection Team (advocacy against child abuse) for 8 years and as the co-chair of Take Stock in Children (mentoring and university scholarships) for 3 years.