

The Mallory Harbor East Community Entrance Sign Change  
Project

March 24<sup>th</sup> 2015





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## Document Change History

Version	Date	Description
1.0	2015-03-23	Initial document
1.1	2015-03-24	Minor corrections
1.2	2015-06-23	Expand introduction

## Mallory HOA Board Project Approval

Title	Board Members	Project Approval
President	Fred Bourdin	Approved
Vice President	Traci Pollock	Approved
Treasurer	Charles Brown	Approved
Secretary	Martin Carberry	Approved



## 1 Introduction

In Coral Bay two (2) separate and distinct communities (Mallory Harbor, Las Brisas) share a street entrance that has two (2) decorative walls on either side. Each wall has enough space to display a sign containing a community name. This situation raises the question of which community name should appear on each wall. Should both walls display the name of only one community, or should each wall reflect the name of the community that is closest to the wall?

For historical reasons understood by only a few homeowners, the builder decided that both walls should have the name of only one community (Las Brisas). Over time, this decision created much confusion for the Mallory Harbor residents in that community who responded by making repeated petitions to various Mallory Harbor HOA's to review this issue.

In 2014 the Mallory Harbor board decided to solicit Mallory Harbor home owner input and build consensus on appropriate corrective action, which is the subject of this document.

### 1.1 Project Overview

This document serves as a pictorial summary of the Mallory Harbor HOA project to modify the **LEFT "Las Brisas"** sign that appears in front of the 12 Mallory Harbor homes described in this document, to display the name "**East Mallory Harbor**". This project was unanimously approved by the Mallory Harbor board (2014/2015) and was approved by the Coral Bay Development (CDD) president in a special meeting.

In this document the **Mallory Harbor Board** elected by the residents of Mallory Harbor is referred to as **MHB**. Also, for brevity the term **Mallory Harbor** is referred to as **MH**.



### 1.2 Reference Documents

Mallory Harbor Sign Change Signature Ballot – October 2014.

### 1.3 Coral Bay Partial Street Map

The map below highlights the Coral Bay **James Street entrance** and the 12 Mallory Harbor homes that are part of Sunset Circle.



A full map is available online at - <http://coralbaycdd.com/Images/Maps/CORALBAYMAPBIG.JPG>



## 1.4 Coral Bay Partial Aerial Map

The picture below represents an aerial view of the James Street entrance and the sign that is the subject of the proposed change (**red circle**). This picture also shows the difference between the red roofs and larger lot size and floor plan of the **Mallory Harbor homes**, compared with the white roofs and smaller lot size and floor plan of the **Las Brisas homes**.



## 2 Letter to Mallory Harbor Residents

Dear Malloy Harbor home owner,

This document is intended to inform you of the recently completed project to alter one of the Coral Bay community signs to more accurately represent the twelve (12) Mallory Harbor homes located near the guard house entrance to Coral Bay.

These twelve (12) homes share a common entrance with the “Las Brisas” community at the James Street entrance (see pictures and drawings in this document). However, the entrance signage displays “Las Brisas” signs on both sides of the entrance with no indication that a Malloy Harbor community exists in that vicinity. To visitors, new home owners and prospective home buyers, this conveyed the impression that those Malloy Harbor homes were part of the Las Brisas community – which they are not.

Over time this signage became a source of confusion and concern to several East Mallory Harbor residents. Historically, those concerns had been expressed to preceding Mallory Harbor boards but for a variety of reasons, no remedial action was ever taken.

The current MHB (2014/2015) were again made aware of this issue and decided that it would be reasonable to take remedial action to change one of the signs but that all of you should be presented with the opportunity to express support for this action.

The MHB voted and approved a measure to visit each Mallory Harbor residence, explain the sign change proposal and solicit a single signature-vote to indicate approval. Rented Malloy Harbor rental properties were excluded from the vote. The signature collection exercise, which is described in this document, was conducted personally by the board and concluded with overwhelming support for the project.

In conclusion, your MHB (2014/2015) would like to express sincerest thanks to all Malloy Harbor home owners that answered their doors and gave of their valuable time to meet with us and vote. We were honored to meet with you personally and learned a lot about some of your other community concerns which have carefully documented and will be addressed as quickly as we are able to.

Sincerely,

*Fred. Traci, Charles & Martin*

Mallory Harbor Board (2014/2015)



The Finished Project  
East Mallory Harbor (Left), Las Brisas (Right)

### 3 Project Description

This section documents the two (2) entrance signs at the James street entrance.

#### 3.1 Mallory Harbor Community Entrance (James Street)



The MHB (2014/2015) carefully reviewed the signage issue, solicited Mallory Harbor resident feedback and concluded that the “Las Brisas” sign, located immediately in front of the twelve (12) Mallory Harbor homes, as shown in the above photograph, **is incorrect** and should be changed to display “**Mallory Harbor East**” to more accurately reflect the style of homes immediately behind the sign. Considerations for this change include:

1. The larger lot size, style and architecture of the homes in this area are easily recognizable as belonging to Mallory Harbor and should not be signed with the “Las Brisas” name which represents a smaller and more compact residential style.
2. The twelve (12) Mallory Harbor homes in this area are legally part of the Mallory Harbor HOA and are separate and distinct from the Las Brisas HOA. This continues to confuse new home owners that seek support from “Las Brisas” HOA when in fact they are part of the Mallory Harbor HOA.
3. Prospective home buyers are confused that floor plans listed as Mallory Harbor on official architectural drawings appear under a “Las Brisas” community sign which represents homes with different floor plans.

4. Residents concerned about property resale value and who have purchased the more expensive Mallory Harbor residential style branding, want their investment to be represented by community signage that enables distinction from the “Las Brisas” residential style branding.
5. In legal correspondence homeowners that live in this area are faced with a dilemma. If they refer to their home as being in “Mallory Harbor” this causes confusion because their homes fall under a “Las Brisas” entrance sign. On the other hand, if they refer to their homes as being in “Las Brisas” they are incorrect because their homes have no connection with this HOA.

### 3.2 Las Brisas Community Entrance (James Street)

The picture below shows the James Street Las Brisas entrance sign which correctly identifies the homes in that area as being part of the Las Brisas HOA. This sign remains unaltered.



## 4 Mallory Harbor Residential Project Survey

### 4.1 Mallory Harbor Board Team

The pictures below show the Mallory Harbor board coordinating their signature collection effort to ensure full coverage of all Mallory Harbor residences.



L-R. Fred Bourdin (President), Tracy Pollock (Vice President), Charles Brown (Treasurer)



L-R. Martin Carberry (Secretary), Charles Brown, Fred Bourdin

## 5 Project Phases (Pictures)

### 5.1 Removal Of Old Sign



### 5.2 Prepare For New Signage



### 5.3 New Signage Completed

