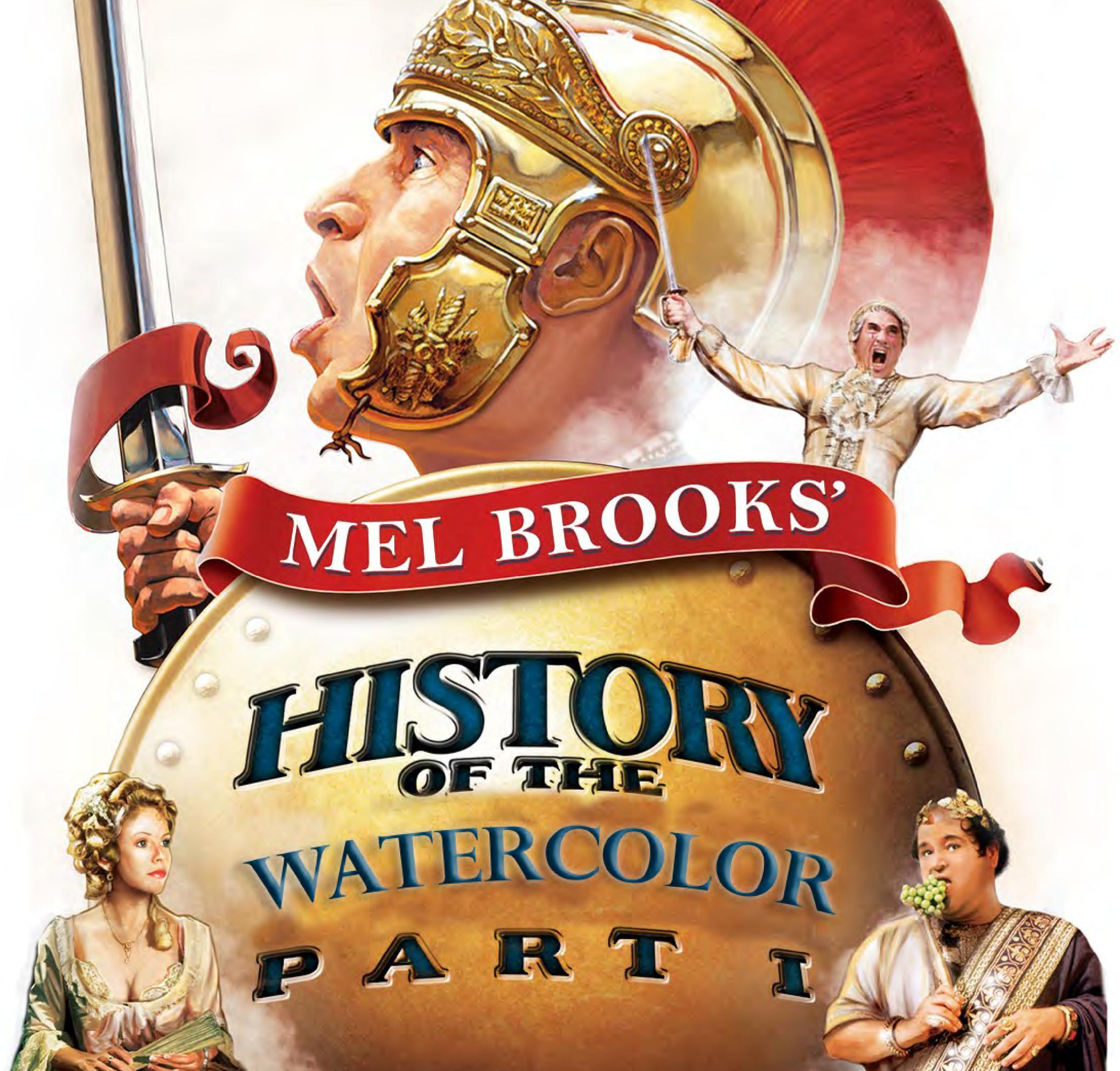


# WaterColor, Florida

## Homeowners' Presentation

10/20/2023



MEL BROOKS'

**HISTORY**  
OF THE  
**WATERCOLOR**  
PARTY

**NO ORDINARY JOE**

- **THE ST. JOE PAPER COMPANY (A DUPONT COMPANY, 1936)**
- **THE ST. JOE COMPANY**
- **JOE**



**STJOE**

# ST. JOE: LAND HOLDINGS (2023)

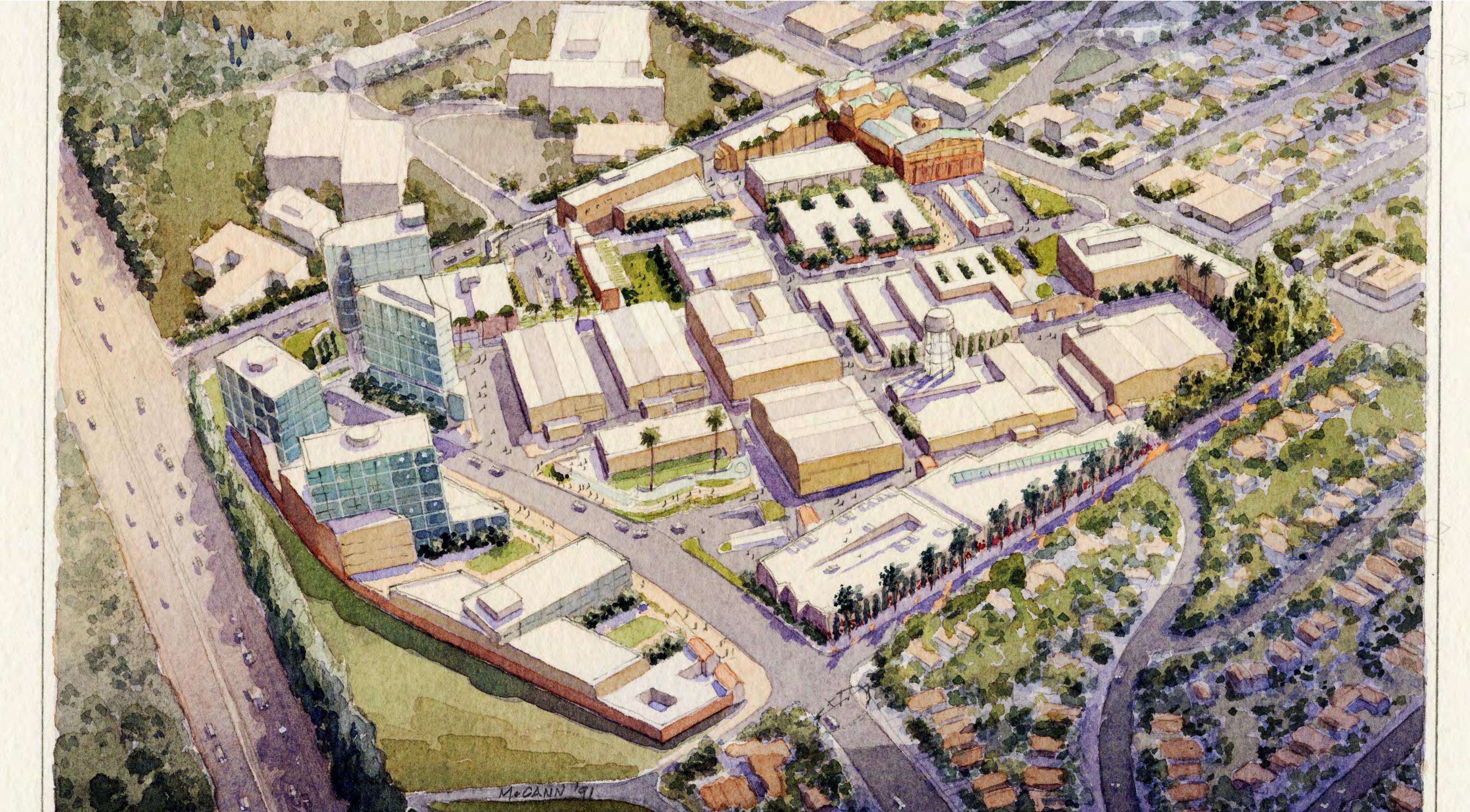


# DAVID LETTERMAN'S TOP 10 LANDOWNERS IN FLORIDA - 2023

Rank	Landowner	Acreage Owned
1	The Church of Jesus Christ of Latter-Day Saints	672,000 acres (disputed)
2	Foley Timber and Land Company	562,000 acres
3	Plum Creek Timber	415,000 acres
4	Rayonier Company	400,000 acres
5	Lykes Bros. Co.	340,000 acres
6	The Collier Family	280,000 acres
7	Mosaic Company	254,000 acres
8	Florida Crystals Corporation	194,500 acres
9	Bascom Southern	194,000 acres
10	The St. Joe Company	171,000 acres

**HOW DO WE KNOW JOE?  
MICKEY INTRODUCED US**

# DISNEY BURBANK



# CELEBRATION



# DISNEY VACATION CLUB



# BEAVER CREEK



# VAL D' EUROPE



**T W B W**

**(THE WORLD BEFORE WATERCOLOR)**

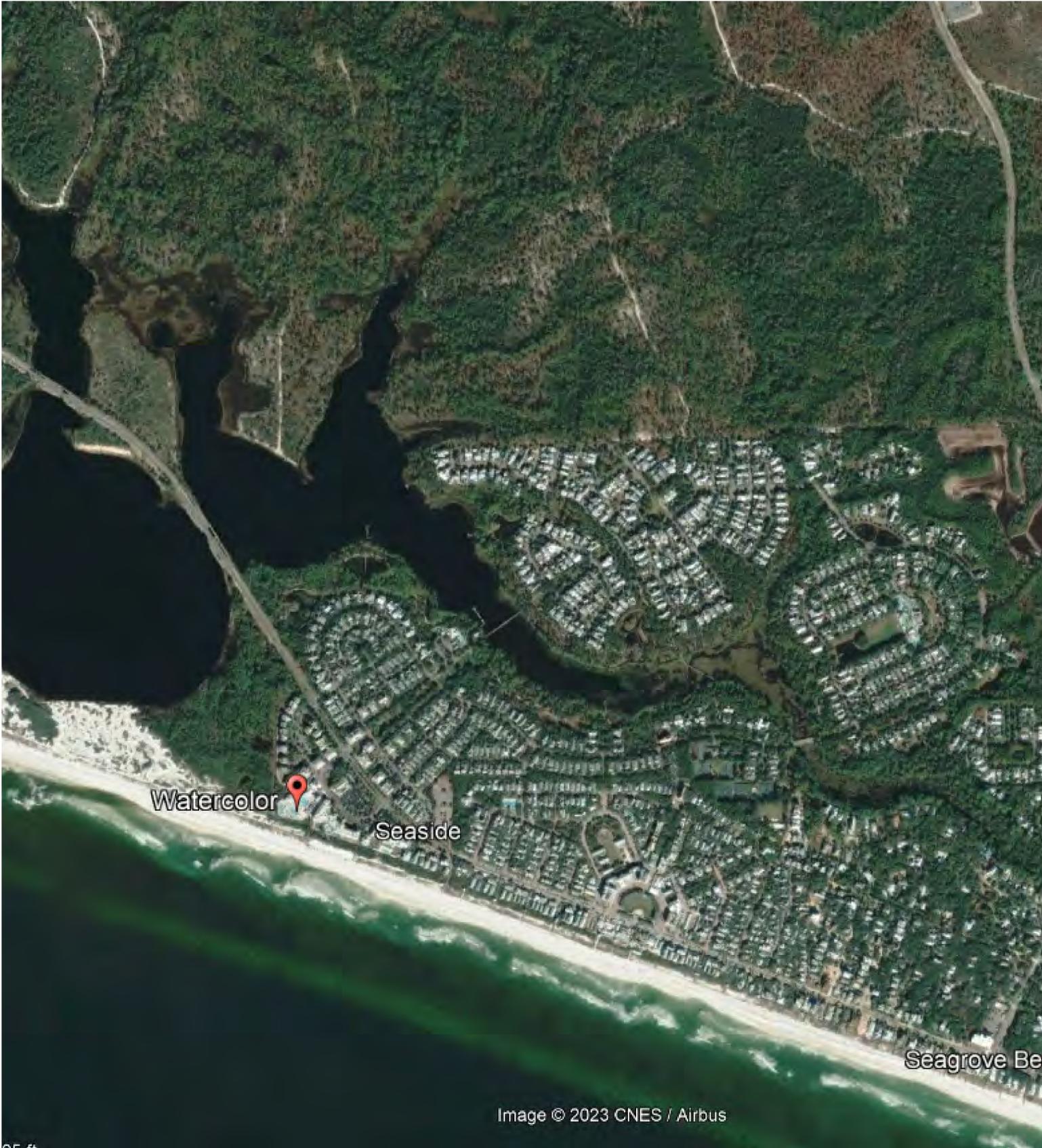
# CIRCA 1997



# SEASIDE & BATTERY PARK CITY: THAT WAS THEN



# SEASIDE & BATTERY PARK CITY: THIS IS NOW



# SEASIDE, FLORIDA: THE CENTRO HISTORICO



**LEARNING FROM SEASIDE**  
**WAS SEASIDE AN INSPIRATION? NO**

# SEASIDE TAKEAWAYS



**SEASIDE DID NOT:**  
**ACKNOWLEDGE THE CAR**  
**EMBRACE THE LANDSCAPE**  
**ESTABLISH AN ADDRESS**  
**CREATE A HUMAN SCALE EXPERIENCE**

# WATERCOLOR: THE MOTHERSHIP - SEASIDE THE CENTRO HISTORICO



**LEARNING FROM THE LAND**

# THE WATERCOLOR ADVANTAGE



Google Earth

# DESIGNING WATERCOLOR

# WATERCOLOR: DESIGNING FOR THE CAR



# WATERCOLOR: DESIGNING THE LANDSCAPE



© FloridaPanhandle.com

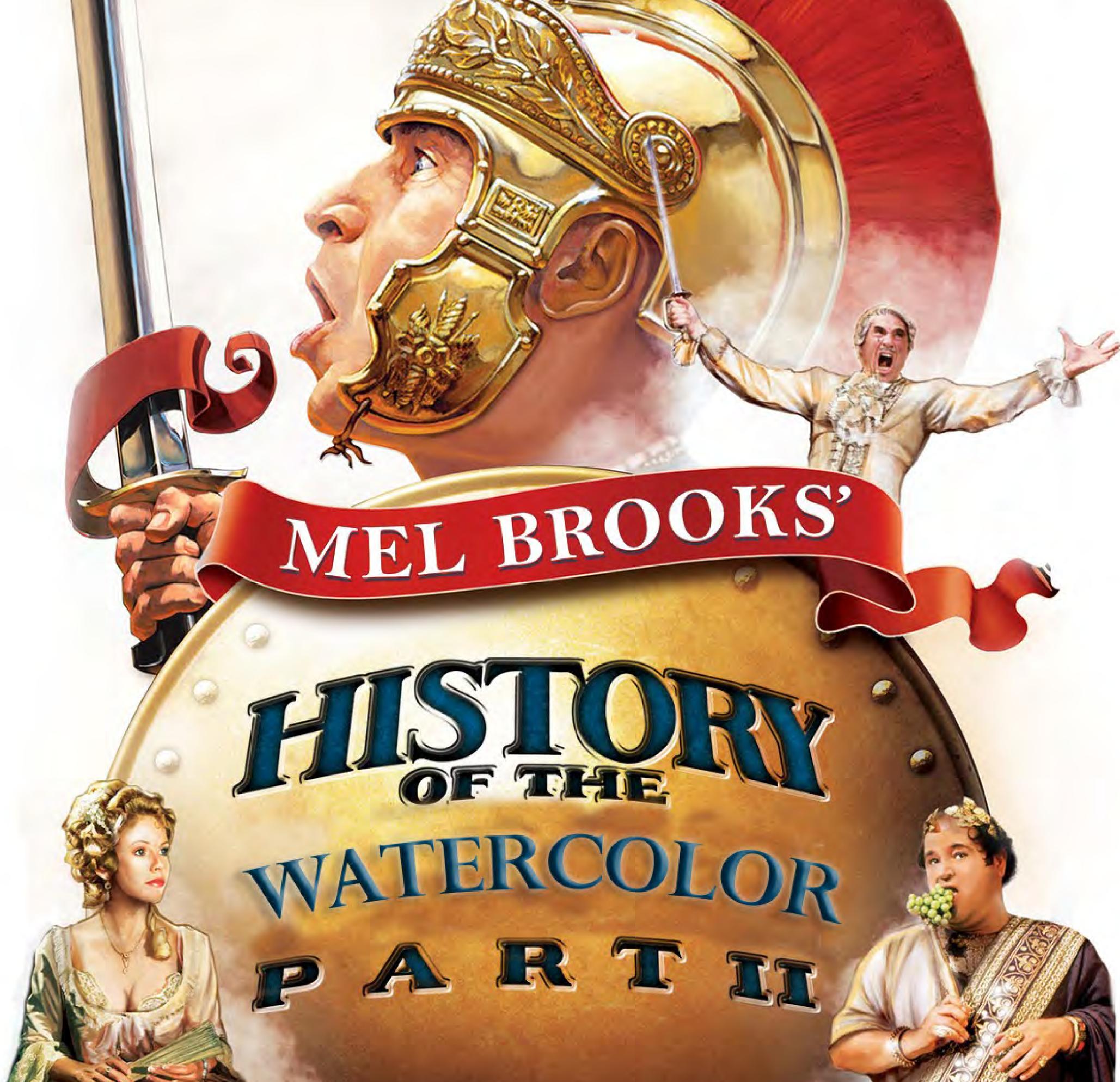


# WATERCOLOR: DESIGNING TO CREATE AN ADDRESS



# WATERCOLOR: DESIGNING TO TRUE HUMAN SCALE





MEL BROOKS'

HISTORY  
OF THE

WATERCOLOR

PART II

# DISCUSSION