



ESTERO DESIGN REVIEW COMMITTEE

Public Meeting
March 12, 2014 at 5:00 PM
The Estero Recreation Center
9200 Corkscrew Palms Blvd.

Members in Attendance: Bill Prysi, Nancy Cohen, Gerald Simons, Gerard Ripo, Ryan Binkowski

Absent: Al O'Donnell, Brent Addison, Joe McHarris

Chaired By: Bill Prysi

Minutes By: Gerard Ripo

The meeting was called to order by Bill Prysi at 5:00 PM

Approval of Meeting Minutes:

Bill Prysi made a motion to approve the February minutes sent to the Committee in advance of the meeting. The motion was seconded by Gerald Simons and was approved unanimously.

Presentations:

APPLICANT: Hess Station Monument Sign
Location of Project: Corkscrew Rd West of I-75
Presented by: Patricia Ortiz

PRESENTATION BY THE APPLICANT

Ms. Ortiz presented the revised sign design for the Hess gas station and the proposed architectural treatments proposed.

EDRC/Public Responses – Signage

Panel identified that the sign was lacking architectural treatment along the face of the sign and recommended the addition of column treatments that provided relief and dimension along the sign face in order to meet the requirements of code.

Hess Station Monument Sign... Continued

Additional discussion regarding the sign top and the proposed metal roof façade took place. The preference and recommendation of the panel was to move away from the current designed top to a rounded architecturally designed top that did not look as forced or out of place as the roof cap design. The applicant agreed and questioned the ability to provide color treatments on the columns. The panel discussed the pros and cons of the approach with varying support for and against. The consensus was that the columns must not introduce any additional color based upon the current sign face with the focus being on adding more architectural treatment elements to the sign to make consistent with the 75/25 architectural treatment.

The Applicant agreed to revise the sign in accordance to the direction noted at the meeting and the Committee agreed that the revisions could be handled through an email exchange in effort to expedite being that the revisions were fairly minor in context.

APPLICANT:	Family Health Center
Location of Project:	US 41 in front of the Vines Subdivision
Presented by:	Melinda Black, Family Health Center

PRESENTATION BY THE APPLICANT

Ms. Black presented the proposed revisions to the sign concept and discussed changes in content and treatment.

EDRC/Public Responses – Signage

The panel did not have any objections to the proposed design and discussion regarding the direction of signage along entrance to the Vines Country Club took place. Norman Berger on behalf of the Vines was in attendance and had no objection to the sign design and informed the panel that the signage to the Health Center from Vintage Trace would be done consistent with the signage of the community and not follow what was proposed along US 41.

New Business:

Estero Community Plan Update

Bill Prysni discussed the current efforts regarding the Estero Community plan and the time constraints that exist between the timeframe for adoption and the vote for incorporation. Notice was provided that the Community Plan update would be discussed in great detail at the April meeting as a Workshop on the Estero Community Plan. The latest draft of the Comp Plan Language and Chapter 33 Design Guidelines would be circulated for review and preparation for the upcoming Workshop.

Old Business:

Old Business Item:

Bill Prysni discussed that Brent Addison was unable to attend the meeting but that he expected some proposed changes to the existing EDRC application in an effort to improve the process of applicant and the Committee.

Adjournment:

There being no further business to come before the committee, the meeting adjourned at 6:17 p.m.

Next Meeting:

Wednesday, April 9, 2014 at 5:00 P.M. at the Estero Community Center.