



EDRC

ESTERO DESIGN REVIEW COMMITTEE

Public Meeting
August 13, 2014 at 5:00 PM
The Estero Recreation Center
9200 Corkscrew Palms Blvd.

Members in Attendance: Al O'Donnell, Bill Prysi, Ryan Binkowski, Gerald Simons, Joseph McHarris, Brent Addison

Absent: Gerard Ripo, Nancy Cohen

Chaired By: Bill Prysi

Minutes By: Lindsay Rodriguez

The meeting was called to order by Bill Prysi at 5:02 PM

Approval of Meeting Minutes:

Al O'Donnell made a motion to approve the July 2014 minutes sent to the Committee in advance of the meeting. The motion was seconded by Ryan Binkowski and was approved unanimously.

Presentations:

APPLICANT: Living Waters Community Church
Location of Project: 22088 S. Tamiami Trail, Estero 34928
Presented by: Chad VanEffen, Signs by Crannie

Others in attendance with the Presenter: Pastor of Living Waters Community Church

PRESENTATION BY THE APPLICANT

Chad VanEffen from Signs by Crannie presented to the EDRC on behalf of Living Waters Community Church regarding a monument sign. The Applicant did not have a PowerPoint, but did provide supporting graphics that were printed out for the panel. Currently, the sign is nonconforming. The Applicant is proposing to make the sign conforming by lowering it by 3 1/2 ft. and turning it into a single monument sign.

EDRC/Public Responses – Sign Related

STYLE/ARCHITECTURAL STANDARDS: Members of the EDRC were very pleased by the sign monument that was proposed. The members agreed that the new sign is classy and compliments the church. There was a consensus that the sign was well done.

LANDSCAPE DESIGN: Landscaping surrounding the base of the sign would make it better, but it is not required by the Code, nor is there much room around the base for much landscaping.

VEHICULAR ACCESS: N/A

The following items were committed to by the Applicant:

1. Following the discussion the Applicant said the design of the sign will go forward as presented.

APPLICANT:	Hertz Global Headquarters- Revised Parking Garage
Location of Project:	Williams Road and US 41
Presented by:	Ned Dewhurst, Oakbrook Properties, Inc.; & Tom McLean, Hole Montes & Associates; Dan Wisk, Hertz Corporation

Others in attendance with the Presenter: Hertz representatives.

PRESENTATION BY THE APPLICANT

The presentation started off with a PowerPoint of the new design of the parking garage. The parking garage is significantly large and creates a concern for the community in terms of its impact. However, the new design was well-received by the majority of EDRC. The PowerPoint presentation was complete with supporting graphics and renderings of the proposed parking garage. Slides showed the comparison between the previous rendering from the July 9th meeting and the new designs. The presentation pointed out that since the initial meetings with the Rapallo community that gave assurances that the garage would remain 100 feet from their property, the garage has grown a bit and will be 73 feet away in this proposal. However, it still meets the setbacks that were approved during the zoning process. The presentation showed a rendering of a view from the second floor of a Rapallo condo, exhibiting that there is significant landscaping that will buffer the proposed parking structure from the neighboring Rapallo Community.

EDRC/Public Responses – Architecture Related

STYLE/ARCHITECTURAL STANDARDS: The EDRC Panel was pleased with the design revisions to the parking garage design, but would have preferred a better design emphasis on the corner towers. Overall, the new design of the parking garage was well-received and looks more consistent with the main building. The recommendation by the EDRC to embrace the main building in revising the design of the parking garage as opposed to deviating from it was appreciated by the EDRC.

The Panel was pleased that the new designs of the structure were superior to the last version. The revised design is more fluid and better relates to the design of the main building. The arches and columns along the first floor were removed in order to match and be more consistent with the main building. However, a comment from the EDRC was made regarding the overwhelming amount of pre-cast cement and lack of appropriate massing of the corner closings that wrap the building. These could be done better with minimal increase in cost with a far more beneficial impact in the quality of the structure. Hertz took that notion under advisement, but made no commitment to modify.

Much discussion took place about the space frames and corrugated metal roof. Noise emanating from rainfall was concerned by local residents. However, the issue was mitigated by distance and the the likely nature that rain would not produce obtrusive noise while residents were out or the windows would be open.

EDRC/Public Responses – Landscape Architecture Related

LANDSCAPE DESIGN: The EDRC/Public commented that there could be more landscaping to soften the mid sections of the garage and that varying the heights of materials would also accomplish this. Hertz's Landscape Architect agreed to make revisions to vary the heights of materials to make this effect. The corner towers are the most visible and important architectural feature and they could be better articulated with appropriate accent materials in the landscaping design that accentuates them.

The EDRC/Public recommended an addition of taller Sabal Palms within the proposed Sabal clusters that will help to add more variation and articulation to the parking garage design, and is an inexpensive way to do it.

The following items were committed to by the Applicant:

1. The Applicant accepted the comments and made the commitments to improve their designs as noted in these minutes.

APPLICANT:	Hertz Global Headquarters- Sign Package
Location of Project:	Williams Road and US 41
Presented by:	Ned Dewhurst, Oakbrook Properties, Inc., & Tom McLean, Hole Montes & Associates

Others in attendance with the Presenter: Hertz representatives and Walton Signage.

PRESENTATION BY THE APPLICANT

Ned Dewhurst started the presentation off with a PowerPoint of the sign package. The PowerPoint presentation utilized supporting graphics of sign placements and designs. Signs A through H and their specific locations on the project site were clearly presented. Several needed deviations to the current sign code were also pointed out.

EDRC/Public Responses – Architecture Related

STYLE/ARCHITECTURAL STANDARDS: The EDRC/Public were pleased with the sign designs. One comment was made regarding Sign D, the Coconut Point sign. The HERTZ text on the sign looks awkward and out of scale with the size of the sign face. There seems to be too much white space, so the “HERTZ” text should be larger.

Some discussion took place about the form of the main sign, but the consensus was to favor the design that prompted a cantilever effect as being consistent with the overall architectural theme of the project. The EDRC/Public also favors the form of the directional signs being taller than they are wide due to the specific nature, purpose, and size of these signs. No issue was taken for the request to deviate from the requirement to wider than tall for these specific directional signs.

EDRC/Public Responses – Landscape Architecture Related

LANDSCAPE DESIGN: The Panel commented that landscaping around Sign F would help it to look more like it was floating and less like a pylon sign, which is prohibited per the LDC. Otherwise, the sign is conducive to the main building design whereas the appropriate landscaping surrounding it would better represent the form as being consistent with code and the overall design these of the project.

The following items were committed to by the Applicant:

1. The Applicant accepted the comments and mentioned that there will be deviations needed in order to construct some of the proposed signage.

New Business:

N/A

Old Business:

ESTERO COMMUNITY PLAN – CHAPTER 33 WORKSHOP

Bill Prys (Land Architects, Inc.) with the assistance of Jack Lienesch discussed the Estero Community Plan – Chapter 33 Revisions and provided an update.

Adjournment:

There being no further business to come before the committee, the meeting adjourned at 7:36 p.m.

Next Meeting:

Wednesday, September 10, 2014



ESTERO RECREATION CENTER
9200 CORKSCREW PALMS BLVD.
ESTERO, FLORIDA 33928
239-498-0415



MEETING SIGN-IN

Group Name: EDRC DATE: 8/13/14

Please sign your name on a line below. Signing in helps us determine how our facilities are being utilized. Thanks for your assistance.

- | | |
|-------------------------------|-----------|
| 1. <u>Matthew Kochel</u> | 21. _____ |
| 2. <u>Chad VanEffen SBC</u> | 22. _____ |
| 3. <u>GREG DISERIO DWA</u> | 23. _____ |
| 4. <u>MATT WILE</u> | 24. _____ |
| 5. <u>RYAN BINKOWSKI</u> | 25. _____ |
| 6. <u>FRANK MOSER</u> | 26. _____ |
| 7. <u>TONY CAPUTO</u> | 27. _____ |
| 8. <u>ED IVIE</u> | 28. _____ |
| 9. <u>GERALD SIMONS EDRC</u> | 29. _____ |
| 10. <u>AL O'DONNELL EDRC</u> | 30. _____ |
| 11. <u>Brent Addison EDRC</u> | 31. _____ |
| 12. <u>NED DEWITTENST</u> | 32. _____ |
| 13. <u>DAN WISK</u> | 33. _____ |
| 14. <u>TONY DUBLO</u> | 34. _____ |
| 15. <u>BILL PRYSI</u> | 35. _____ |
| 16. <u>Lindsey Rodriguez</u> | 36. _____ |
| 17. <u>FRANK KOPCIC</u> | 37. _____ |
| 18. <u>JACK LIENESCA</u> | 38. _____ |
| 19. _____ | 39. _____ |
| 20. _____ | 40. _____ |

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