



ESTERO DESIGN REVIEW COMMITTEE

Public Meeting
December 17, 2014 at 5:00 PM
The Estero Recreation Center
9200 Corkscrew Palms Blvd.

Members in Attendance: Al O'Donnell, Bill Pysi, Brent Addison, Gerald Simons, Gerard Ripo, Jim Wallace, Ryan Binkowski

Absent: Nancy Cohen

Chaired By: Bill Pysi

Minutes By: Gerard Ripo

The meeting was called to order by Bill Pysi at 5:01 PM

Approval of Meeting Minutes:

Gerald Simmons made a motion to approve the October & November minutes sent to the Committee in advance of the meeting; seconded by Gerard Ripo. The motion was approved unanimously.

Presentations:

APPLICANT: Marriot at Coconut Point
Location of Project: Coconut Point DRI
Presented by: Tom McLean – Hole Montes Associates

PRESENTATION BY THE APPLICANT

Mr. Smith, a representative of Marriott presented the proposed project and introduced his consultant team. Town Place Suites is an extended stay brand whereas more residents stay 14-17 days versus 2-4 in more conventional hotels. The hotel will have larger rooms more residential in nature 30-38% larger than typical hotel room. Project is located at Coconut Point Tract 2F surrounding by lake east side of Coconut point. The building is 3 stories with surface parking. Height limited to 40'

EDRC/Public Responses – Site Plan

Tom McLean Civil Engineer presented the Site Plan. EDRC/Public took exception to the site plan layout that placed the dumpster location in primary view of anyone entering the project site. The Applicant's response that gates in front of the dumpster would suffice was not

found sufficient by the EDRC/Public. This dumpster location should be elsewhere on the property and not the primary focus of a customer coming into the site. This is not appropriate site planning for Estero.

Pedestrian interconnection; The Applicant noted that Lee County was resistant to providing a protected pedestrian crosswalk across Via Coconut Point. The EDRC/Public, noting the years of effort and current proposals to code to make all projects pedestrian friendly, found the lack of a protected pedestrian crosswalk from the project to the Coconut Point Mall unacceptable. The appropriate infrastructure for a pedestrian crossing from this project to Coconut Point needs to be made especially in light of the fact that this project is an extended stay facility. Forcing pedestrians to walk south the Coconut Road and then back north to the Mall is an unacceptable and unreasonable solution.

EDRC/Public Responses – Architecture

Trevor Harrison, Architect, presented the design process for the hotel from conceptual design, the preliminary design to final design. Process began with a Joe McHarris sketch how to meld the concept with the actual building. This worked well to create visual movement and dynamic spaces in the building to provide relief in the building. The EDRC/Public noted that the series of drawings presented by the Applicant from Concept to final lessened the value, style, and design of the building in response to the required style in Estero along the way. The Final design as presented does not go far enough to meet the requirements of style based on the mass and form of the building.

The EDRC/Public did commended the Applicant about taking a symmetrical building and working to make it unsymmetrical details, but the final design has shed to many details in terms of roof line, material massing, and forms to found sufficient.

The EDRC/Public asked about the parapets being removed and desired integrating that feature back into the design to better define the façade. This will provide the ability to make it looks like 3 buildings versus one. There has been too much of a loss of symmetry at the entrance.

The EDRC/Public felt that the initial conceptual design is what Estero mandates and the final design is bland anywhere USA. Creating the applications of the Parapets illustrated in the conceptual sketch is a cost that isn't significantly greater, but without it, the details get lost and do not evoke the appropriate design style required in Estero.

Additional Comments on detailing:

- Window structure is lost
- Tower shutters lost detail
- Break up the banding/moving it across the line.
- Band get rid up....look at areas to break up the mansard so floor plans/tower heights/changes in detailing of middle tower.....

EDRC/Public Responses – Landscape Architecture

Greg Diserio, Landscape Architect presented the Landscape Design. All noted that the design was in compliance and exceeds required materials to buffers with added berming in front of the parking area to better shield the parking from the adjacent Via Coconut Point. Some material was added with larger heights mixed with smaller species to create a more human scale and transition for the pedestrian. EDRC specifically thanked the Applicant for increasing the density of the front buffer as committed to during public presentations to the ECPP. The buffer widths are 15' street tree planning buffer rather than 20' per the Coconut Point DRI.

The EDRC/Public asked about the dry detention area north of the project as being a current eye sore... if the Applicant or if Simon was going to increase or do something.....south edge also... Nothing was assured or resolved in this matter as it is off of the Applicant's property.

EDRC/Public Responses – Signage

Trevor Harrison HBT presented the proposed signage. Working with Marriott prototype and the Estero requirements. Wall signage proposed each 64 sf in area.....Sign has been modified to blend into the surrounding area.

The EDRC/Public noted that the base height is too small and EDRC was concerned about losing it with plantings. The EDRC/Public recommends increasing the height to at least thirty six inches to better incorporate the proposed landscaping.

APPLICANT:	Lock-Up Storage at Halfway Creek - Informal
Location of Project:	West of US 41 North of Coconut Rd, Adjacent to Halfway Creek
Presented by:	Jeremy Hall – Partners in Design Architects

PRESENTATION BY THE APPLICANT

Bob Sudan BRB development presented the Lock-Up Storage project. A current Development Order for the project that contains a larger building is in place. The Applicant has opted to reduce the size of the building based on their market analysis. The original building was 110K SF whereas the proposed building is now down to 78K SF (approx.). Bob noted that the State of Washington pension fund is a 70% owner and that they intend to build/own this site in perpetuity. The building is a fully climate controlled facility.

Due to the lack of having DO Ready documents for public review, the Applicant agreed that this meeting would be considered informal and would not meet the requirements for a public meeting as defined in Chapter 33.

PRESENTATION BY THE PUBLIC (FOUNTAIN LAKES COMMUNITY)

Ed Shriner from Fountain Lakes made a presentation in response to this Applicant's project's effects on the adjacent Fountain Lakes Community. Most of their concern has to do with the stormwater impacts on Halfway Creek and the effect that the added impacts will have on their community. Much discussion took place with respect to this issue and it seemed apparent to the EDRC/Public that those concerns were not necessarily germane to this project. The issues seem to be more apparent to the current physical conditions within

Halfway Creek itself and not with the impact that the site's stormwater system will have on the adjacent community.

The Community also had concerns about specific impacts to residences directly adjacent to the project and desired to have the perimeter wall along the west side of the Applicant's property placed closer to theirs in an effort to better control sheet flow of water.

Additional concerns about noise and light intrusion were articulated as well.

EDRC/Public Responses – Site Plan

Only a basic site plan (not DO ready) was presented. The EDRC/Public noted that there needs to be a vehicular interconnects to the property to the north. The Applicant agreed to provide a stub out for a future connection. Inadequate pedestrian interconnections were also noted to adjacent properties and US-41.

EDRC/Public Responses – Architecture (Hardscape)

Warner Brisky, Architect presented the building. The project consists of a 3-story building, approx. 74K SF. The west side of the project contains a single story storage building with garage door fronts. Bulk of the roof is 34' with the 45' achieved at the building massing/relief. Previous building was much larger one way circulation now. The main building will have access from outdoor along 3 sides of the building.

The initial and overwhelming reaction of the EDRC/Public is that the proposed design does not in any way evoke in form or mass nor does it provide any appropriate detailing to meet the style requirements defined for the Village of Estero. The design as presented needs a tremendous of revisions in form, mass, and detail in effort to create an acceptable Mediterranean design style as the Applicant is intending to meet.

The following are some specific comments offered by the EDRC/Public:

- Building design and color combination look far too corporate.
- Blue band on building is provided as a corporate signature and is not acceptable as a design element.
- West side does not provide enough relief and is too symmetrical.
- Provide shutters to break down massing and some architectural relief.
- Provide better massing of building forms and relative roof heights to best achieve the appropriate detailing for a Mediterranean design style.
- Every side of the building that can be seen should be adequately detailed and consistent in architectural design. Consideration of the south side being adjacent to a preserve is noted and is not as important.
- Much more articulation needed to the north side of the building. Detailing should be related to and consistent with the revised detailing provided to the east side.

Larry Newell President of the Fountain Lakes HOA and John Ralias commented that the relationship that the wall and landscaping along the west side of the property is more important to them than the architectural detailing on the building on the west side.

The long blank wall of single story building and bland roof design are not acceptable.

EDRC/Public Responses – Landscape Architecture

Due to the conceptual nature of the presented landscape plan, little could be determined from it as to if it was adequate to the site and consistent with the architecture or compliant with code.

It appears that the site is not providing enough required building perimeter landscape area nor are the architectural drawings indicating an appropriate relationship between architecture and landscape architectural elements.

The EDRC/Public noted that the Applicant should consider going the route of an Alternante Betterment Landscape Plan to best address the likely relationships that the site plan and building will create in the preparation of an appropriate landscape plan.

EDRC/Public Responses – Signage

No signage was presented at this time.

APPLICANT:	Miromar Design Center Sign
Location of Project:	SE corner of I-75 and Corkscrew Rd
Presented by:	Ray Hadad – Miromar Development

PRESENTATION BY THE APPLICANT

Ray Hadad presented the new sign design for the entrance to the Miromar Design Center. t

EDRC/Public Responses – Signage Related

Chapter 33 requires a minimum amount of architectural treatments to ground mounted signs. The sign presented does not meet that standard. Code also required the sign to have an architectural relationship to the building. Being that the Design Center is an existing non-conforming architectural style. The architectural style is worthy and is iconic in Estero. Therefore, everyone in attendance agreed that the sign should relate to the architecture of the building. This design is non-descript and doesn't relate to it at all. Double columns repeat similar material and relief elongate.

After reviewing the bland design of the sign, all in attendance agreed that the front main entrance to the Design Center itself creates a perfect form that could be used for the sign design and would both relate the monument sign to the building and further the nature of the requirements for architectural treatments of the sign

The EDRC/Public identified that the base was too large and needed to be reduced to 36". Additional discussion identified that back lit panels are prohibited in Estero and that translucent backgrounds are prohibited but that lettering/logos may be illuminated.

It was agreed that the redesign would mimic the front entrance of the building. The Applicant agreed to forward the designs to the EDRC/Public for review and comment prior to submitting to Lee County.

APPLICANT: Duffy's Sports Bar at Stoneybrook Sign
Location of Project: Corkscrew Road east of entrance to Stoneybrook
Presented by: Jenn Ronneburger – Atlas Sign Industries

PRESENTATION BY THE APPLICANT

Jenn Renneburger presented the project. The Applicant intends to remove and replace the existing non-conforming sign out in front of the former Stoneybrook Clubhouse restaurant and to provide a new sign for a new tenant. A small directional sign is also being requested.

EDRC/Public Responses – Signage Related

The EDRC/Public noted that the proposed sign design does not have the required percentage (25%) dedicated to architecture features. The EDRC/Public commented that the simplicity of the sign design was consistent with the style of the main community sign in close proximity to the west and that the intent of this sign design should be secondary to the main sign. The detailing of this sign should not compete with , but should supplement that of the main sign in a secondary manner. Therefore simplistic design for this sign would be appropriate. The Applicant agreed to make a few changes and to add some detailing to meet the standards.

The EDRC/Public noted that the base needs to be a 'maximum' of thirty six inches in height.

Added notes:

- Assure that a light diffuser for the panel backgrounds is provided and that only the lettering would be illuminated.
- The EDRC/Public did not have any issues with the small direction sign being taller than it is wide. However, noted that in effort to get the deviation to do so, the Applicant would have to wait until March when the Estero Village Council would be in effect. The Applicant agreed to change the sign as conforming (wider than it is tall) in effort to move forward now.
- Meet the setback for the directional.

New Business:

No New Business was introduced

Old Business:

Old Business Item:

Bill Prysí discussed the effort to update and improve the EDRC Application Package Update and awaits feedback from council members.

Adjournment:

There being no further business to come before the committee, the meeting adjourned at 6:37 p.m.

Next Meeting:

Wednesday January 14, 2015 at 5:00 P.M. at the Estero Community Center.