



ESTERO DESIGN REVIEW COMMITTEE

Public Meeting
May 21, 2014 at 5:00 PM
The Estero Recreation Center
9200 Corkscrew Palms Blvd.

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

Absent: N/A

Chaired By: Bill Prysi

Minutes By: Ryan Binkowski

The meeting was called to order by Bill Prysi at 5:05 PM

Approval of Meeting Minutes:

No minutes were available for review or approval from the previous meeting (May 14, 2014) as this meeting was a special, additional meeting.

Announcements:

N/A

Presentations:

APPLICANT: Copperleaf Golf Club of the Brooks
Location of Project: Copper Leaf Clubhouse
Presented by: Dennis Church

PRESENTATION BY THE APPLICANT

The project presentation consisted of an explanation of golf club renovations being proposed to improve the existing facilities. The plan consists of enclosing some of the exterior undercover lanai space, expansion within part of the service yard, minor reconfiguring of the service area privacy wall, parking area modifications to the circulation pattern and the provision of several additional parking spaces within the existing extents of the existing site plan.

EDRC/Public Responses – Site Planning Related

No comments, the site plan improves circulation and will add additional parking—this will benefit peak use times, and avoid parking on the street. The reconfiguring of the service yard wall is within the extents of the existing footprint and presents no adverse impacts.

EDRC/Public Responses – Landscape Architecture Related

Necessary parking island trees are being preserved or added per the Lee County LDC. No comments provided.

EDRC/Public Responses – Architecture Related

Architectural modifications are consistent with the Lee County LDC and the existing building architecture. No comments provided.

EDRC/Public Responses – Signage Related

N/A

APPLICANT:	Hertz Corporation, Hertz Retail Sales Center
Location of Project:	Coconut Point Tract 1B-3
Presented by:	Ned Dewhurst, Oakbrook Properties

Others in attendance with the Presenter: Doug Phillips & Todd Poste, Hertz Corporation and Tom McLean, Hole Montes.

PRESENTATION BY THE APPLICANT

The presenter introduced the project with supporting graphics (powerpoint), showing the required elements of the project to be reviewed/evaluated. The Project includes a ±5,000sf commercial building for retail purposes of leasing and selling cars, approximately 50 parking spaces, and an accessible open space on the southern portion of the site with a pedestrian route around the central retention area. The developer gave further presentation on the building, as well as information on the sign monuments.

EDRC/Public Responses – Site Planning Related

Members of the EDRC discussed the need for proper pedestrian connectivity from the site to adjacent sites and the sidewalk along U.S.41. The current site extent of this D.O. does not extend beyond the site at all, and does not include the roadway between the Project and the primary phase of the Hertz campus. The EDRC expressed a concern that the pedestrian connectivity not be overlooked until later phases, and that the site plan be better connected to the adjacent spaces. The site plan proposed did at least depict the 'roundabout'-style intersection at the northern entry into the Project, and between it and the main Hertz Corporate Campus. The site plan also incorporates a park-like setting around the retention area on the southern portion of the site, and includes a circuitous walkway through the space.

There were several public questions confirming that the site lighting would not allow light trespass from the site. The Public also provided favorable comments about the site plan, and inquired about the potential for additional improvements to the park space, such as, benches, nature stops, paver walkways, safety lighting/bollards, and exercise equip.

The following items were committed to by the Applicant:

1. The applicant agreed to provide pedestrian connectivity to U.S. 41 and Via Villagio at the entrance drive.
2. The Applicant agreed to provide the pedestrian interconnectivity to the main campus at the time the relative D.O. is for that facility is submitted.

EDRC/Public Responses – Landscape Architecture Related

The Project meets and/or exceeds the required Lee Co. LDC buffers, and has passed approval by the Coconut Point Design Review Authority. The Committee commented on the potential for more flowering trees to be incorporated in a relatively sterile plant palette. Additionally, the Committee advised of the Applicant of the use of *Clusia guittifera*, in lieu of *Clusia rosea*. Finally, the Committee expressed that the Applicants intent to better represent a natural appearance to the retention area, the bottom should be an undulating grade, as opposed to a simple swale.

The Public expressed additional concerns for the ‘park’-like space, and its appearance due to plantings, along with clarifying questions on how the Applicant screens the site from adjacent Rapallo residents. Several Public representatives also expressed their pleasure with the park space, and its tactful and tasteful location near their entry. Much public appreciation was made with respect to the southern retention area being provided as a park like setting.

The following items were committed to by the Applicant:

1. The applicant agreed to take the plant material suggestions under advisement.

EDRC/Public Responses – Architecture Related

The building presented is comprised of approximately 3,500sf of retail facility and 1,500sf of car wash/cleaning service facility, and joined with architectural /structural elements and detailing. The roof is a mansard style with partial parapet to disguise the building equipment on the roof. The building incorporates various Mediterranean elements to provide a consistent architectural style with the community. It was further discussed that this building has the ability to be a transitional architectural element that merges the Hertz campus with the main corporate campus structures.

The Committee stressed that while this building represents the intent of the Estero Plan, within the Lee Co. LDC, this is only part of the picture, and offered that this is a transitional element between the larger campus and the surrounding community. The Committee is looking forward to considering the Applicant's submittal for the entire site and is willing to participate in the review sooner than later, with the intent to stave off any conflicting design elements. Concern about the lack of appropriate contextual design with the Hertz sign on the building was pointed.

The following items were committed to by the Applicant:

1. The Applicant agreed to better integrate the Hertz sign on the building into the actual design of the building.

EDRC/Public Responses – Signage Related

All primary signs for the overall campus will be provided within the appropriate D.O. The only sign for this Project as presented at the time is limited to the building signage, consisting of the Hertz name in logo.

The Public provided input on the nature of the colors of the sign/corporate logo. The corporate logo text is to be backlit and mounted on the face of the building facing U.S. 41.

The following items were committed to by the Applicant:

1. The Applicant agreed to return to the EDRC for all future sign improvements.

New Business:

New Business Item:

N/A

Old Business:

Old Business Item:

N/A

Adjournment:

There being no further business to come before the committee, the meeting adjourned at 6:23 p.m.

Next Meeting:

Wednesday, June 11, 2014, 5:00 P.M. at the Estero Community Center.