

UPTOWN FAÇADE BOARD

MEETING MINUTES

A meeting of the Uptown Façade Board was held on Monday, November 16, 2020 at 3:00 p.m., at 420 10th Street, Government Center Annex - Conference Room, 1st Floor.

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| <p style="text-align: center;"><u>Board Members Present</u></p> | <p>Alan Udy Wayne Bond Roger Stinson Jay Lewis Jud Richardson (MS Teams)</p> | <p style="text-align: center;"><u>Board Members Absent:</u></p> <p>Hannah Israel Robert Battle Debbie Young Ramon Brown</p> |
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| <p style="text-align: center;"><u>Staff Members Present</u></p> | <p>Will Johnson, Planning Justin Krieg, HCF (MS Teams)</p> |
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I. CALL TO ORDER: Chairman Wayne Bond called the meeting to order at 3:09 p.m.

II. APPROVAL OF MINUTES

Chairman Bond asked if there were any comments regarding the September minutes. Hearing none, Chairman Bond entertained a motion. Roger Stinson made a motion to approve the minutes. Alan Udy seconded the motion. The motion carried unanimously.

Chairman Bond asked if there were any comments regarding the October minutes. Hearing none, Chairman Bond entertained a motion. Roger Stinson made a motion to approve the minutes. Alan Udy seconded the motion. The motion carried unanimously.

III. REVIEW OF APPLICATIONS:

1. 517 15th Avenue – Stumpy’s Hatchet House

The applicant is proposing to add a new signage and fencing.

Uptown Façade Board Ordinance, Section 9.2.5 of the UDO:

J.3.(B) *Review Criteria.* The Board shall approve an application and issue a certificate of facade appropriateness if it finds that the proposal meets the requirements of this Section. In making this determination, the Board shall consider, in addition to any other pertinent factors, the following criteria:

- (1) The historic and architectural value and significance of the structure;
- (2) The architectural style, general design, arrangement, texture and material of the architectural features involved with the structure and relationship to the interior architectural style;

- (3) The consistency with design guidelines adopted by the Board; and
- (4) Pertinent features of other structures within the Board's jurisdiction.

Staff Recommendation:

This property at 517 15th Street has two primary street facades (15th Street and 6th Avenue). The owner is seeking approval to install new signs to be located on the west, south, and east facades of the building. The Façade District Guidelines state only one primary sign is to be located on each primary street façade. Total signage is to be no more than 5% of the total square footage of the façade of the building facing the public right of way.

Sign 1 is to be located on the 6th Avenue façade of the building. It is 2.89% of the façade and is already installed.

Sign 2 is to be located on the 15th Street façade and is proposed to be 5% of the façade, it is not yet installed.

Sign 3 is to be located on the 5th Avenue façade and is proposed to be 6.2% of the façade, already installed.

The addition of an emergency door and ramp at the rear is acceptable. A 4' fence is proposed to be installed along the parking area. No further details of the fencing were included. There was no mention of lighting in the application.

Staff recommends approval of Signs 1, 2 and the emergency door and ramp. The board will have to approve a variance for sign #3 since it is technically slightly larger than the guidelines support and it would be an additional primary sign where there is not frontage on the street (5th Ave.). More detail is needed to provide a recommendation on the fencing (material, color).

Lori Greef, the property owner, presented the case. After discussion about preferred signage and various fencing types, Alan Udy made a motion to conditionally approve the case: 1) approval of signs 1 & 3 only; 2) no lighting for sign #3; 3) a 4 feet high aluminum fence along the existing parking lot; and 4) vinyl chain link fence along the rear property line. Jud Richardson seconded the motion. The motion was approved unanimously.

2. 111 12th Street, Ste. 103 – The Do Good Foundation

The applicant is proposing to add a new signage to storefront glass.

Uptown Façade Board Ordinance, Section 9.2.5 of the UDO:

J.3.(B) Review Criteria. The Board shall approve an application and issue a certificate of facade appropriateness if it finds that the proposal meets the requirements of this Section. In making this determination, the Board shall consider, in addition to any other pertinent factors, the following criteria:

- (1) The historic and architectural value and significance of the structure;
- (2) The architectural style, general design, arrangement, texture and material of the architectural features involved with the structure and relationship to the interior architectural style;

- (3) The consistency with design guidelines adopted by the Board; and
- (4) Pertinent features of other structures within the Board's jurisdiction.

Staff Recommendation:

The applicant is proposing to install primary signage on the street level windows to denote a business location. The current lettering will be removed and new vinyl lettering installed. According to the guidelines, lettering placed on the glass of a storefront must not occupy more than 25% of the glass space. This black lettering complies with the guidelines found in Section 6 of the Uptown Façade District Design Guidelines.

Additionally, the applicant noted the addition of a “temporary” or “interchangeable” sign located at the center of the door noting hours of operation. This sign is acceptable.

Staff recommends approval as submitted.

Alan Rothschild, the applicant, presented the case. After a short discussion, Jud Richardson made a motion to approve the case as submitted. Alan Udy seconded the motion. The motion was approved unanimously.

3. 15 W 10th Street – Teen Challenge

The applicant is proposing to add a new signage and awnings.

Uptown Façade Board Ordinance, Section 9.2.5 of the UDO:

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- (1) The historic and architectural value and significance of the structure;
- (2) The architectural style, general design, arrangement, texture and material of the architectural features involved with the structure and relationship to the interior architectural style;
- (3) The consistency with design guidelines adopted by the Board; and
- (4) Pertinent features of other structures within the Board's jurisdiction.

Staff Recommendation:

The applicant is proposing to install a new awning over the main entry door along 10th Street. This awning is proposed to be dark green in color and will have the Teen Challenge logo installed on the awning. The size and color of the awning is appropriate for the building. It should be noted care should be taken as to not cover

the brick arch entry feature with a square or flat awning. If constructed and installed as pictured the work will comply with the guidelines.

The owner is proposing to install another small awning over a rear entrance door. This work is in compliance with the guidelines.

Additionally, the installation of the bronze secondary sign noting the different businesses is acceptable.

Staff recommends approval as submitted.

Carol Ridley, representing the owner, and Richie Grantham of Sunshine Banners and Signs, presented the case. After a short discussion, Jud Richardson made a motion to approve the case as submitted. Alan Udy seconded the motion. The motion was approved unanimously.

4. 1242 Broadway – Breault Trial Attorneys, PC

The applicant is proposing to add a new signage and painting.

Uptown Façade Board Ordinance, Section 9.2.5 of the UDO:

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- (1) The historic and architectural value and significance of the structure;
- (2) The architectural style, general design, arrangement, texture and material of the architectural features involved with the structure and relationship to the interior architectural style;
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Staff Recommendation:

The applicant is proposing to install primary signage on the front of the building facing Broadway. The sign occupies 2.43% of the building façade. It is already installed. The exterior of the building was recently rehabilitated to include new paint.

Staff recommends approval as submitted.

The applicant was not the present. The case was tabled to December.

5. 1231 Broadway – John Teeples

The applicant is seeking conceptual approval for numerous alterations to the building.

Uptown Façade Board Ordinance, Section 9.2.5 of the UDO:

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- (1) The historic and architectural value and significance of the structure;
- (2) The architectural style, general design, arrangement, texture and material of the architectural features involved with the structure and relationship to the interior architectural style;
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Staff Recommendation:

The proposed exterior modifications appear to be workable in concept with some tweaking of design and material details to minimize impact to the historic character of the building.

Of primary concern is the impact of the balconies to the existing original brick detailing. On the 2nd floor below the windows the brickwork is relatively mundane, however, between the 2nd and third floors there are some recessed panels that would likely be altered in the proposed work. Care should be taken to minimize the physical and visual impact the proposed work would do to this feature.

Additionally, there was not a great deal of detail included regarding the windows on the front façade of the building. The addition of transoms may pose a concern along with using undivided "storefront" or window glass on either side of the doors. A more appropriate design might involve a balcony door the same size as the original center window opening for each section and retaining the double hung windows on either side of the "new balcony door".

The structure of the balcony would be important with this building as well. The drawings appear to depict "self-supporting" balconies that do not require a steel super structure as was used across the street. This method would help to minimize impact to the building and would not cover up existing details on the façade of the building.

The addition of a secondary entrance to the front façade is not problematic. Research would need to be done to determine the appropriateness of adding a transom feature to the storefront at street level. Proposed work on the rear of the building will likely have a more flexible outlook, although the rear of the property is relatively visible from Front Avenue. It appears there may be some balconies located on the south façade over a newly created alleyway. This is likely doable given the discreet nature of the location.

John Teeples, the applicant, presented his ideas regarding the alterations. A lengthy discussion ensued that dealt with the fire escape, the balconies, the balcony windows and doors, and transoms. The applicant will return at a later time with specific alterations.

IV. NEW BUSINESS:

- N/A

V. OLD BUSINESS:

- Will Barnes is still not ready to return. The case will remain in rotation (1040 Broadway).
- Case reviews:
 - 1250 Broadway – AllState – COMPLETE
 - 1243 Broadway – Brasfield & Gorrie – PAINT ONLY
 - 21 W 14th Street – Hotel Indigo – IN PROGRESS

VI. ADJOURNMENT: Monday, November 16, 2020 at 4:12 p.m.

Respectfully Submitted by:


Wayne Bond, Chairman


Will Johnson, Secretary