

UPTOWN FAÇADE BOARD

MEETING MINUTES

A meeting of the Uptown Façade Board was held on Tuesday, March 20th, 2023, at 3:00 p.m., at 420 10th Street, Government Center Annex - Conference Room, 1st Floor.

I. CALL TO ORDER:

Wayne Bond, Chairman, called the meeting to order at 3:02 p.m. Board members attending included Robert Battle (Vice Chair), Niki Gedroic, Jay Lewis, Hannah Israel, Ramon Brown, and Libba Dillon. Not attending: Debbie Young, and Cesar Bautista. Staff members Justin Krieg and Michael Mixen were also present.

II. APPROVAL OF MINUTES:

Minutes for February 2023 Meeting were approved. Robert Battle motioned for approval, which was seconded by Hannah Israel, the motion carried unanimously.

III. REVIEW OF NEW APPLICATIONS:

1. 315 13th Street, MIDAS, CLS Automotive.

The applicant (Mark Lane) is seeking approval to change to outside façade by adding an awning to the front entrance, it will be black, and add a black chain fence to the rear of the building and area to cover the view of the “back yard” of the business to hide old tires, parked cars and beautify the rear area from the street. The only signage and lighting will be on the front of the building. There will be three gates to the rear area with one on the west side, one in the rear for equipment storage, and one vehicle size gate to allow vehicle entrance.

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 intends to install a wood privacy fence along the rear/side property line and rear area of the business. The privacy fence will primarily be made of wood but will include some sections of black chain link fencing with black privacy slats installed where the gates are located. The applicant should describe where the gates/chain link sections will be located. The installation of two black metal awning structures on the property

appears to be appropriate. One will be located at the rear of the property, the other is located on the corner at the customer entrance. This feature will likely enhance the overall look of the building.

Staff recommends approval of the application as submitted with the condition the locations of the gates are defined.

Motion to approve or disapprove. Robert Battle motioned for approval as submitted, the motion was seconded by Niki Gedroic, and the motion was carried unanimously. A signed copy of the COA was provided to Mark Lane after the vote.

2. 201/207/211 13th Street, Highside Market.

The applicant (Christopher Woodruff) is seeking approval to change the Façade by adding three signs to identify the overall project with multiple buildings, tenants & signs, two primary and one secondary. The board can expect each of the multiple businesses to come before the board in order to get their individual signage approved. The Market will have spaces for 20 tenants.

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Staff Recommendation:

The applicant is proposing to install 3 different signs on the property.

Sign to be located on the awning: This sign is proposed to be located on the awning. The letters are proposed to be individually cut channel letters. The sign is designed to wrap the corner of the building at the northwest corner of 3rd Avenue and 13th Streets. The letters are to be 4" thick and roughly 4' tall each. The word "Highside" will be 325" long. The word "Market" will be 293" long.

Sign/mural to be located on the wall of the dumpster enclosure: This sign is designed in a way that a vinyl material is adhered to the masonry wall. The size of the mural/sign is 12'x29'.

Highside Market (entrance monument): This sign is made up of individually cut letters that are placed on steel posts. This sign is located within the property on a parking lot island on the west side of the property.

These three signs are theoretically considered primary signs although they are more related to a destination rather than a specific business. Individual business signs should come before the board for approval as available. The property does have 3 primary street facades: 13th, 2nd, and 3rd Avenues. The guidelines allow for one primary sign per street façade.

These 3 signs are within the appropriate size and scale for the development as well as the intent of the Uptown Façade District guidelines. As a rule, total signage for the site should not exceed more than 5% of the total square footage of the primary facades (13th, 2nd, and 3rd).

Staff recommends approval as submitted.

Motion to approve or disapprove. Libba Dillon motioned for approval as proposed, the motion was seconded by Hannah Israel, and the motion was carried unanimously. A signed copy of the COA was emailed to Christopher Woodruff.

3. 1445 Veterans Parkway, Taco Bell Restaurant.

The applicant (**John Sexton**) is seeking approval to change will demolish the current Circle K convenience store/gas station to build a new Taco Bell building using the dash concept. The new structure will have a kitchen, drive-thru order area no seating, there will be an alcove for grab-n-go pick up. At some future point the company may consider adding an outdoor eating area. Variance will be needed for an additional sign.

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Staff Recommendation:

The construction of a new Taco Bell restaurant appears to meet the intent of the Façade District Guidelines. It should be noted the Façade District does have specific guidelines related to new construction and details related to new construction on Veterans Parkway. It is recognized that Veterans Parkway functions as a much different or modern commercial corridor than Broadway and the rest of the Façade District areas. The new building will have an entry on 15th Street as well as Veterans Parkway. A pole mounted sign appears to be located on the southeast corner of the property. The specs listed on sheet C2 show a pole sign 30ft in height and up to 100sf in size. The Façade District guidelines for Veterans Parkway suggest a sign closer to 25 ft in height and 90sf

in size. It appears there are two primary signs located on the building, the north and east facades. Dimensions were not given for those two signs. According to the guidelines, this property has two primary street facades and is allowed two primary signs. The pole sign counts as an additional sign. The board would have to approve the additional sign as a variance. The remaining details of the project appear to meet the intent of the guidelines for a property located on Veterans Parkway.

Staff recommends approval of the project as presented with the clarification of the primary sign sizes.

Motion to approve or disapprove. Ramon Brown motioned for approval as submitted with a variance for an additional 30-foot sign, the motion was seconded by Robert Battle, and the motion carried unanimously. A signed copy of the COA was provided to John Sexton after the vote.

IV. NEW BUSINESS:

❖ Clair Mitchell was introduced as the new Uptown Façade Board Secretary.

❖ Justin Krieg confirmed the funds for the Façade Board Guidance rewrite were removed from the Council Agenda but may be obtained by other means if the City Manager approves.


V. OLD BUSINESS:

❖ None.

VI. ADJOURNMENT: Robert Battle motioned for adjournment and motion was seconded by Niki Gedroic. The motion was unanimously approved. The meeting was adjourned by the chair at 3:45 p.m.

Respectfully Submitted by:


Wayne Bond, Chairman


Michael Mixen, Secretary