

UPTOWN FAÇADE BOARD

MEETING MINUTES

A meeting of the Uptown Façade Board was held on Friday, February 25, 2022, at 3:00 p.m., at 420 10th Street, Government Center Annex - Conference Room, 1st Floor.

I. CALL TO ORDER: Wayne Bond, chair, called the meeting to order. Board members attending in person or virtually included Robert Battle (Vice Chair), Ramon Brown, Jud Richardson, Hannah Israel, Cesar Bautista, Debbie Young, James Lewis. Staff members Justin Krieg and Michael Mixen were present.

II. APPROVAL OF MINUTES

Minutes for January 2022 Meetings were approved.

III. REVIEW OF APPLICATIONS:

1. 1030 Broadway – The Pizza Place

The applicant (Jonathan D. Rodgers) is seeking approval to replace the cover of red vinyl displaying the businesses name on the existing awning frame. The vinyl covering exceeded the limitations on signage and is seeking approval or guidance on what they have to fix.

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:

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The proposed alterations to 1030 Broadway include the request to install a new awning as well as new primary signs. The awning structure itself was preexisting, the applicant is proposing to recover the awning structure. The new fabric appears to be a bright red color. Section 6.2.2 of the Uptown Façade District Guidelines, titled "Awnings" states that "an awning must be of a fabric material, professionally made and the colors should be earth tone and blend in with the entire blockscape." "Awning colors must be earth tones." Additionally, the guidelines state the lettering should not exceed 12" in height

and not occupy more than 40% of the awning. Regarding the primary signs, i.e. "A Pizza Place", the name of the business. Typically businesses are allowed one large primary sign per street façade. This building has one primary façade and is thus allowed one primary sign. There appears to be 3 primary signs located on the awning. No dimensions of the actual signs were included in the application. Staff recommends denial of the application based on the color of the awning and the number of primary signs found on the awning. The finished vinyl covering included signage on each end of the covering and excessive wording or emblems.

The Board recommended the applicant seek additional information on why the sign maker added additional wording and did not seek the owner's approval. Second, what would be required to change or remove some of the vinyl to bring it into the appropriate display. The application was tabled until the applicant returns with additional information.

2. 1301 Broadway – W.C. Bradley

The applicant (Michael Webb) is seeking approval on the proposed façade for a new multi-story building, that will contain office space, multifamily housing, and retail space on vacant land.

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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 2 (4) Pertinent features of other structures within the Board's jurisdiction.

Staff Recommendation:

The applicant is seeking approval to construct a large-scale infill development that has significant frontage on Broadway, Front Avenue, and 14th Street.

The Uptown Façade District Guidelines do give information related to new construction within the Façade District. The majority of the guidelines can be found in Section 3.

Materials: 3.1

Even with new construction, the primary materials used in the project should relate to the historic landscape found within other areas of the district. Brick, stone, glass, and stucco are the predominate materials found within the exterior cladding of many of the new and historic buildings in the Uptown Façade District.

The application and elevations for this project describe and depict a series of buildings whose primary exterior materials consist of brick and glass. There are some sections with fiber cement or metal panels, but by and large the materials for this site appear to be consistent with the district and meet the intent of the guidelines. Colors appear to be consistent and appropriate for the Façade District.

High-Rises: 3.2

The majority of the buildings found within Uptown Columbus range from 2-4 stories in height. The guidelines do provide some guidance around larger scale buildings. These larger buildings should be sited and designed to provide a focus on street level engagement. This project appears to meet that intent with the variety of ground level storefront spaces. The project is not monolithic in design and presents a pedestrian scale engagement along Broadway and Front Avenue.

In addition, the specific location north of 13th Street is critical as the guidelines state that new buildings higher than surrounding structures are discouraged on Bay Avenue, Front Avenue, Broadway and First Avenue between 9th and 13th Streets.

Pedestrian Orientation: 3.4

Guidelines suggest the building should have plenty of glass/windows on the street level facades to create visual interest. The building should provide direct access from public sidewalks. It appears this project meets the intent of this section of the guidelines with multiple entrances to the site found along Broadway and Front Avenue especially.

Building Illumination: 4.0

No details were included in the application related to illumination of the building, property, signs, etc. Staff suggests a follow up to the Façade Board with information related to the illumination of the building and the signs placed on the building when appropriate. Illumination details should focus on window displays, entrances, signs, and building architecture/details. Warm colored lighted is preferred for all exterior lighting. The application did indicate tenants would be responsible for sign submissions once they had committed to occupy a space.

Other staff review notes:

It appears there may be some EIFS material used at the street level on one or more storefront facades, is an alternative material available?

Additionally, on the office and grocery buildings there are some street level façade treatments (flanking the storefront) that may be EIFS, clarification is desired for that material. The intent is to minimize the use of EIFS on the project, especially near the street level.

How will curb cuts be handled on the 14th side of the building? Is there any way to soften the "service area" along 14th Street?

What material will be used in what appears to be large window openings at the garage level over the grocery and office buildings?

Will street level pedestrian access exist at the mid-block entrances?

It appears a number of “storefronts” will be located along Front Avenue and Broadway. Can further details be given related to how many of those spaces are being utilized for office/resident services (i.e. leasing, fitness, storage) vs. individual tenant spaces (i.e. restaurant, retail, etc.)?

Staff recommends approval of the project as submitted, provided the answers to the above questions meet the intent of the Uptown Façade District Guidelines.

Jud Richardson motioned for approval, which was seconded by Robert Battle, the motion carried unanimously.

IV. NEW BUSINESS: The new board secretary was received.

V. OLD BUSINESS:

1027 Broadway – 101 Smoke Shop – The owner’s representative, Shawn McClain, returned to inform the board that the sign did not turn out as planned. The Board asked that Shawn talk to the owners about changing the red color closer to the tint originally briefed and to change the color of the background. Motion presented by Robert Battle and seconded by Jud Richardson. All Board members approved the motion.

VI. ADJOURNMENT: Friday, February 25, 2022, at 4:20 p.m.

The meeting was adjourned by the chair.

Respectfully Submitted by:


Wayne Bond, Chairman


Michael Mixen, Secretary