



# APPEARANCE REVIEW BOARD

## MEETING MINUTES September 17, 2015

### MEETING INFORMATION

#### Location

Sustainability Conference Room

2nd Floor, City Hall

One City Commons

400 South Orange Avenue

#### Time

2:00p.m.

#### Board Members Present:

Greg Witherspoon, Chair

Mike Beale, Vice Chair

Matt Taylor

Daisy Staniszkis

Justin Ramb

Tim Lemons

#### Board Member Absent:

Jeffrey Bush

### OPENING SESSION:

- Chairman Greg Witherspoon called the meeting to order at 2:03 P.M.
- Shaniqua Rose, ARB Recording Secretary, conducted the Roll Call.
- Determination of a quorum was confirmed.
- Chairman Greg Witherspoon read the Welcome, General Rules of Order and the Appeals process.

### MINUTES

**A motion was made by Mike Beale and seconded by Daisy Staniszkis to approve the July 16, 2015 ARB Meeting Minutes. The motion carried unanimously.**

### ANNOUNCEMENTS

- There were no announcements.

### CONSENT AGENDA: None

Doug Metzger recognized his visitor's presence at the meeting, Jasmine Noubis from UCF.

### REGULAR AGENDA:

#### 1. 420 E. Church Street

Owner/Applicant:

Jefferson Eola LLC/ Michael Mulhall

Location:

420 E. Church Street

District:

4

Project Planner:

Doug Metzger

ARB2015-00055

Request for a Major  
Certificate of Appearance  
Approval for the Master Sign  
Plan.

Recommended Action:  
with the following conditions:

Staff recommends APPROVAL of the request

1. At no time shall the total sign area assigned exceed the maximum allowable 1,306 s.f. for all of the combined retail and residential signage.
2. It will be the responsibility of the tenant or sign applicant to include with every sign permit package a Management Control Letter signed by the property Management Company or landlord that includes a spreadsheet of all signs and their sizes as assigned by the landlord and permitted by the City for the entire property. The Management Control Letter will also include a statement authorizing a certain amount of sign area to the tenant and/or applicant.

3. All primary identity, secondary identity, door identity, business information sign locations and sizes are approved as submitted in this application.
4. Prior to application for a sign permit [BLD permit], the tenant/applicant will be required to apply for and receive an Appearance Review Board [ARB] Minor Certificate of Appearance Approval [CofAA]. Four copies of the CofAA will need to be submitted with the sign permit package.
5. Page P2
  - i. Delete the second paragraph. This project site is outside the Downtown Special Sign District.
  - ii. Revise the total allowable sign area table to match the 1,306 s.f. above; include the signage areas per street.
  - iii. Add the total sign allocation table above including the sign types and total sign area for each sign type to page P2 of the MSP
  - iv. Under Approval Process, revise “me” to “be” at the end of the first line of the second paragraph; also add the following ARB contact information and phone number to the end of the Approval Process section:  
Downtown Appearance Review Board  
Attention: ARB Recording Secretary  
Orlando City Hall, 6th Floor  
400 S. Orange Avenue  
Orlando, FL 32802  
407.246.2558
6. Delete page P8 from the document since it is not applicable to the Master Sign Plan.
7. Master Sign Plan Inventory Spreadsheet—include a spreadsheet in the Master Sign Plan that includes an inventory of all proposed signage including building identification signs, parking signs, tenant space number, and initial signage allocation for each tenant space [tenant sign + window graphics]. The spreadsheet shall be attached to each Management Control Letter, ARB Minor Review Application and sign permit application. The spread shall be updated and amended from time to time as needed to document actual signage authorized by the landlord.
8. Window Graphics—Per Sec. 62.505. Street-Level Commercial Use (b) (4) At least 30% of the area of the street-level façade (as calculated from grade to ten feet above grade) must be comprised of transparent materials between three feet and seven feet above grade. Other than the front door, any window graphics on the outside or inside of the window should not be located between 3-feet and 7-feet and may not be larger than 25% of the total window area.
9. Blade Signs — In order to increase pedestrian awareness of the retail identity projecting blade signs shall be permitted as part of the Master Sign Plan. Blade signs shall project no more than 48 inches from the building façade, shall not exceed 10 s.f.in size, shall maintain a minimum height of 9-feet above finished grade to the bottom of the sign and shall not be permitted within 25-feet of another blade sign.
10. Cabinet Signs — Cabinet signs with translucent faces are prohibited, but cabinet signs with an opaque sign face and push -thru translucent lettering and graphics are permitted.
11. Master Sign Plan Amendments—Any future amendments to the 420 East Master Sign Plan will require an ARB review and issuance of a Minor certificate of Appearance Approval for the changes.
12. ARB Approval—ARB approval does not grant permission to construct or install any signage. All required sign permits shall be obtained prior to installation of any sign on the property.
13. Final Master Sign Plan—Upon ARB approval, the Master Sign Plan document shall be revised to meet the conditions of approval above. Two copies of the Master Sign Plan and one digital version of the Master Sign Plan shall be submitted to the ARB Coordinator for inclusion in the property's case file.

Mr. Doug Metzger gave a PowerPoint presentation of the submitted Master Sign Plan and reviewed the staff conditions.

There was no Board discussion on this item.

Mike Beale declared a conflict.

**A motion was made by Matt Taylor and seconded by Justin Ramb to approve the item based on the conditions in the staff report. The motion carried 5-0.**

## 2. 744 W. Colonial Drive – Burger King Corporation

Owner/Applicant: Burger King Corporation/ Keith Brown  
Location: 744 W. Colonial Drive  
District: 5  
Project Planner: Doug Metzger

ARB2015-00056 Request for a Major Certificate of Appearance Approval for the Façade renovation.

Recommended Action: Staff recommends APPROVAL of the request with the following conditions:

### 1. Architecture

- a. The proposed elevations, colors and materials are approved as submitted.
- b. The ARB approved plans shall be generally consistent with the building permit plans. Any alterations or modifications to the proposed designs shall require an ARB Minor Review prior to issuance of building permits.

### 2. Signs

- a. Final sign designs shall require an ARB Minor Review and approval prior to application for a sign permit.
- b. Maximum Allowable Copy Area—Per Sec.64-201 of the Land Development Code [LDC] The property is permitted 78 square feet of signs. The proposed application shows 165 square feet of signage. Either the quantity of signage will need to be reduced or a variance will need to be approved from the City's Board of Zoning Adjustment [BZA].
- c. Master Sign Plan—Because the proposed project signage exceeds 30 square feet, an ARB Major Review and Approval will need to be completed prior to issuance of building permits.

### 3. Mechanical Equipment and Venting

- a. All rooftop and ground mounted equipment shall be screened from per LDC Sec. 58.982
- b. All venting shall be directed to the roof and directed to the sky, scrubbers shall be included in the venting system to reduce grease and food odor

### 4. Other Improvements and Permits

- a. Any future improvements to the property, such as landscaping, lighting and hardscape shall require an ARB Minor review and approval.
- b. ARB approval does not provide permission to construct. All necessary building permits shall be acquired prior to the commencement of construction activities.

Mr. Doug Metzger gave a PowerPoint presentation of the Façade renovations and reviewed the staff conditions.

There was no Board discussion on this item.

**A motion was made by Mike Beale and seconded by Matt Taylor to approve the item based on the conditions in the staff report. The motion carried unanimously.**

## 3. 250 N. Orange Avenue – Sentinel Capital

Owner/Applicant: Sentinel Capital/Mike Beale  
Location: 250 N. Orange Ave  
District: 5  
Project Planner: Doug Metzger

ARB2015-00058

Request for a Major Certificate of Appearance Approval  
for the Façade renovation.

Recommended Action:

Staff recommends APPROVAL of the request with the following conditions:

APPROVAL with the following conditions:

**1. General ARB Conditions**

- a. Required Permits—ARB approval does not grant permission to construct. All required permits shall be obtained prior to commencement of demolition or construction.
- b. Modifications—Significant modifications to these ARB approved plans shall require an additional ARB Minor Review.

**2. New Orange Avenue Arcade** —The location, design, materials and colors are approved as submitted with the following Conditions:

- a. Entry Canopy—the two proposed entry canopies shall include a stormwater management system that prevents storm run-off from draining into pedestrian areas. Outfall shall be directed towards the street unless an alternative method is proposed. Final ARB review of the canopy design and drainage system shall occur during the building permit process. ARB Staff would suggest the incorporation of urban rain gardens into the plans to assist with accommodating the canopies' stormwater run-off.
- b. Arcade Mullions—The arcade mullion system needs additional design attention. The applicant will continue to work with ARB staff during completion of the design documents to refine the mullion system design. ARB final review of the mullion design shall occur during the building permit process.

**3. Streetscape**

- a. Streetscape Zone—The applicant shall provide 13-feet from the back-of-curb for a streetscape zone that includes a 5-foot wide furniture zone and an 8-foot wide pedestrian clear zone. The 13-foot wide streetscape zone shall extend from the north property line to the corner at the intersection of South Orange Avenue and Jefferson Street.
- b. ~~Maintenance Agreement City Services Easement~~ Maintenance Agreement—The applicant shall provide a ~~City Services Easement~~ Maintenance Agreement to the City for any portion of the streetscape zone that extends outside the right-of-way.
- c. Downtown Orlando Streetscape Design Guidelines—All streetscape shall be designed and constructed based on Treatment 4 of the Downtown Streetscape Design Guidelines. A copy of the streetscape design guidelines is available on the ARB website.
- d. Furniture Zone — A 5-foot wide furniture zone shall be provided from the north property line to the Orange and Jefferson corner. The furniture zone shall include 5-foot by 8-foot street tree wells with sylvestri palm street trees and double acorn LED street lights spaced to OUC standards. All valve boxes and covers in the furniture zone shall be traffic bearing grade.
- e. Pedestrian Clear Zone — An 8-foot wide pedestrian clear zone shall be provided from the north property line to the Orange and Jefferson corner. The pedestrian clear zone shall be free of vertical obstructions. Sidewalk panels shall be 8-feet by 8-feet with a 2-inch troweled edge and medium broom finish. Valve boxes and covers shall be traffic bearing grade.
- f. Structural Soil — Structural soil is required where tree wells are used along the public rights-of-way. Structural soil shall be placed with each tree well to a depth of 3-feet in an area of not less than 100 square feet per tree. Show detail on final landscape plans. An alternative material to structural soil may be used but will require Planning Official approval.
- g. Drainage—Rainwater from building shall not sheet flow across pedestrian areas. Rainwater drainage from building shall be conveyed by pipe underneath the sidewalk and discharge into the street.
- h. Smart Park Sign — The Existing Smart Park sign and concrete pole shall be removed and replaced with a sign and post consistent with Downtown Streetscape Guidelines.

**4. Streetwall**—The timber streetwall is approved with the following conditions:

- a. Height—The streetwall shall be a minimum of 36-inches tall above finished grade.

- b. Alignment—The street wall alignment along Orange Ave shall be parallel to the parking lot curb with a minimum of 2-feet from the back-of-curb to face of wall; a break in the streetwall may occur if the alignment is impeded by the existing oak tree. Along Jefferson the streetwall shall go down the centerline of the existing landscape area.
- c. Finishes—The streetwall timbers shall have a smooth, planed surface and shall be stained a dark bronze color. The pipe spacers in the wall shall also be a bronze color to match the wall color.
- d. Mock-Up—Because the proposed streetwall is an alternative material to the customary masonry streetwall ARB Staff is requesting that prior to installation of the streetwall a mock-up section of the streetscape wall be constructed on site for ARB Staff Review.
- e. Planter Box/Wall — If feasible, in order to visually tie the street wall into the building a timber planter shall be constructed in the area between the arcade and the façade of the former bank space. The applicant will continue to work with staff on this design.
- f. Streetwall Maintenance — The streetwall shall be stained bi-annually in order to maintain a fresh contemporary appearance.

## **5. Signs**

- a. Location — The conceptual location and size of the three proposed blade signs is approved. The bottom of the sign shall be a minimum of 9-feet above finished grade and shall not encroach into the Orange Avenue right-of-way.
- b. Specifications — The sign faces shall be a solid panel with push through routed lettering and graphics. The sign frame shall incorporate a bronze colored trim.
- c. ARB Approval — All signs will require an ARB Minor Review prior to submittal of sign permits.
- d. Sign Permit — ARB approval does not grant permission to construct and install signage. All necessary sign permits shall be required prior to installation of signs.

Mike Beale declared a conflict.

Mr. Doug Metzger gave a PowerPoint presentation of the Façade renovations and reviewed the staff conditions.

Mr. Beale gave a brief overview of the project and deferred to Frank Campbell, project architect, who gave some history on the building and design intent presented in the application.

Extensive conversation ensued about the planter wall design, so the Board added a condition to #4e, that the applicant continues to work with staff on the design.

**A motion was made by Tim Lemons and seconded by Justin Ramb to approve the item based on the conditions in the staff report revising conditions #3b and 4e. The motion carried 5-0.**

## **NEW BUSINESS:**

### **1. Project DTO Update**

Mr. Doug Metzger gave a PowerPoint presentation on chapter 3 and chapter 5 of the Downtown Orlando Community Redevelopment Area Vision Plan presented to City Council on May 4, 2015. Mr. Metzger let the Board know that since this Vision Plan has been adopted, the City will begin working on updating the Downtown Design Guidelines and would like the Board's input and participation during the process. Extensive conversation ensued on the district planning and character planning boundaries.

### **2. ARB Calendar for 2016**

Ms. Rose reminded the Board that they received the calendar for 2016 in their packages; the calendar includes application deadlines and the Board meeting dates. She also advised that the calendar would be updated once the City Council dates for 2016 become available.

## OTHER BUSINESS:

ARB Minor Reviews completed since the July ARB Meeting:

1. ARB2015-00038 – 225 E. Marks Street – American Heart Association – Expand existing parking lot and landscape
2. ARB2015 - 00039 – 47 E. Robinson Street – Robinson Realty – Exterior painting and improvements
3. ARB2015 - 00046 – 111 N. Magnolia Avenue – Lincoln Property – Art Panels
4. ARB2015 – 00047 – 70 S. Lucerne Circle W – Three (3) Year Temporary Parking Improvements
5. ARB2015 - 00048 – 611 N. Magnolia Avenue – Building Colors and Exterior Improvements
6. ARB2015 - 00051 – 934 N. Magnolia Avenue – Blade Sign
7. ARB2015 - 00052 – 20 N. Orange Avenue – Morgan and Morgan Building – Exterior painting
8. ARB2015 – 00053 – 225 E. Robinson Street – Hardscape, landscape, signage, outdoor dining
9. ARB2015 – 00054 – 208 Garden Avenue – Demolition
10. ARB2014 – 00062 – 90 E. Livingston Street – Skyhouse – Subway Signage
11. ARB2015 – 00057 – 1198 N. Orange Avenue – City of Orlando – Artwork on Utility Boxes
12. ARB2015 – 00059 – 408 Ridgewood Street – Fields Capital LLC. - Signage

**OLD BUSINESS:** NONE.

## ADJOURNMENT:

THE NEXT MEETING OF THE APPEARANCE REVIEW BOARD WILL BE THURSDAY, OCTOBER 15, 2015 AT 3:48 PM.

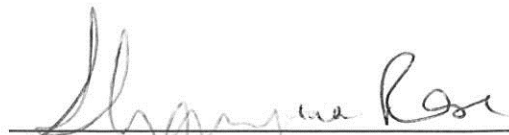
## STAFF PRESENT

David Bass, Assistant City Attorney  
Doug Metzger, City Planning  
Shaniqua Rose, Board Secretary  
Kenneth Pelham, City Planning

Walter Hawkins, Director of Urban Development  
Richard Forbes, Historic Preservation Officer  
Jason Burton, City Planning



Walter Hawkins, Acting Executive Secretary



Shaniqua Rose, Board Secretary