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EDV Small Business Façade Program Committee
Meeting Minutes

May 17, 2017

Present: Committee members: Lillian Scott-Payne, Dean Grandin, Tim Johnson,
City staff: Kim King-Maysonet, Victoria Walker, Susan Fulmer
Guest: Kelly Hood, applicant Property Manager (via phone)
Swallowtail Conference room – 6th floor

Next meeting: June 12 @ 10-11am – Panther Conference Room

Committee Chair Dean Grandin opened the meeting at 10:01am with welcome and introductions.

Tim Johnson made motion to approve meeting minutes from March 27th. Lillian Scott-Payne seconded the motion.

Kim King-Maysonet presented the application for Three Deland Plaza, LLC, improvements to the Magic Mall.

Items for discussion included an upgraded monument sign, wall stucco construction on the front façade and upgraded parking lot poles and lights.

Dean Grandin proceeded to discuss the monument sign and had questions on the name of tenants and any designs established such as color for the background. Applicant advised all tenant panels will be uniform and have dark color background.

Kim King-Maysonet had questions regarding 2 of the signage proposals; one had more proposed tenant name panels than the other. Applicant advised width of sign to change to have 2 slots with dual signage and the remaining slots to be full -width.

Dean Grandin asked applicant about lettering style for Magic Mall and if the second bid design will cost more. Applicant advised that second bid will be chosen; it will impact cost but not drastically. Dean asked if the design would be a blend between both signs, and the applicant replied “yes”.

Tim Johnson asked if 2 different light poles are going to be installed by the same vendor. Applicant said only one pole type will replace missing poles; existing poles will be repaired and repainted and they will all look new. New lights will have 3 heads; all poles will have same light heads.

Kim King-Maysonet had questions regarding conditions with respect to stucco improvement on the facade and stated there has not been a formal appearance review. However, design guidelines were given to applicant by City staff.

Dean Grandin brought up the glass doors and visibility. Applicant stated that the remaining panels will provide visibility and the doors will be left to be open as well. Double door with glass panel on the sides will provide suitable transparency into the mall.

DRAFT

Lillian Scott-Payne asked applicant if there will be signage along any new walls. Applicant replied that there would be no additional signage. Applicant also stated there will no longer be vendors on the sidewalk in front of the entrance.

Tim Johnson had a question regarding iron work by Darryl's custom. Applicant said the vendor has nothing to do with the project. Applicant stated Aspen is doing the work and has the permit.

Dean Grandin had question regarding sign proposal 1 with a logo. Applicant said there would be no logo just lettering. Dean suggested that the applicant could use a logo if desired.

Dean Grandin asked for a motion. Tim Johnson made the motion to approve Three Deland Plaza LLC based on information provided today. Lillian Scott-Payne seconded the motion. Dean called for a vote, with unanimous vote of approval. He informed the applicant of the date the application would be presented at City Council.

Under New Business, Kim King-Maysonet presented the possibility of supporting murals under the façade program and adding them to the list of eligible improvements.

Dean Grandin stated if murals are artfully done, he has no objection to supporting them under the program. Tim Johnson stated he would like the committee to see murals before they are installed and is supportive of adding murals to the program. Lillian Scott-Payne agreed.

Dean Grandin suggested that an applicant should provide a reason as to why a mural would be needed as an improvement to the building. Under the program, signage/awnings are to be no more than 50% of total reimbursement.

Lillian Scott-Payne commented that before decorative or aesthetic improvement (murals) are considered for approval, they should only be considered if other improvements, safety improvements in particular, are presented as priority items before going through Planning. The committee members concurred.

Dean Grandin also mentioned that art work (mural) should not promote an applicant's products or businesses.

Lillian Scott-Payne suggested that the committee should see mural design for approval prior to going through Planning process.

Before closing, Kim King-Maysonet mentioned the next meeting date is scheduled for June 12.

The meeting was adjourned at 10:30am