

MEETING INFORMATION

Virtual Meeting<http://zoom.us/j/99228810801>*Time*

2:00 p.m.

Board Members Present:

Patrick Panza, Chairman

Jill Rose, Vice-Chair

Jeff Arms

Clarisse Gates

Danny Gordon

Chad Cowart

DDB Staff Walter Hawkins

Board Members Absent

Margaret Brock

MEETING MINUTES

October 15, 2020

OPENING SESSION

Patrick Panza, Board Chair, called the meeting to order at 2:00 p.m. Gabriella Isaac, Recording Secretary, conducted the Roll Call and determination of a quorum was confirmed.

PUBLIC COMMENTS: NONE

MINUTES:

Jill Rose MOVED to waive the reading of the minutes and to approve the minutes of the August 20, 2020 meeting as written Daniel Gordon SECONDED the motion, which was voted upon and PASSED by unanimous voice vote 6 -0.

ANNOUNCEMENTS

- None

CONSENT AGENDA

1. Case No: **ARB2020-10048, 315 State Ln.**
Applicant: Karen Wilson- 3030 Autumn Woods Court. Douglasville GA 30135.
Owner: Michael Halbrook: - 6815 Poplar Ave. Ste 500 Germantown TN. 38138
District: Commissioner District 5
Project Planner: Richard Forbes
ARB2020-10048 **Major Certificate of Appearance Approval for a Master Sign Plan for a new 11-story multifamily building to include both high-rise and street identification signs as well as tenant signage standards.**

Recommended Action: Approval of the request subject to staff conditions are as follows:

- 1. Sign Permits** – A sign permit including a Management Control Letter will be required for all signs prior to sign installation.
- 2. Required Master Sign Plan Updates**—The following items must be revised within the Master Sign Plan, prior to the final master sign plan submittal to the City.

- A. Total Copy Area Calculations. The sign plan must reflect the corrected allocations based on the three frontages and be reflected in the table on page 3 of the master sign plan.
- B. High Rise Sign Note: The following note must be added regarding the high-rise sign, labeled as “Main ID 2” in the master sign plan. “All high-rise signs must meet the requirements of LDC Sec. 64.246. - High Rise Building Identification Signs.”

C. Add the following general notes to the Master Sign Plan:

USE OF RETAIL SPACE-Tenant's use of retail space allowed only within the premises. Tenant shall not allow the use of the premises for any use other than the Permitted use(s). The tenant may, on a temporary or rotating basis, place signs, merchandise, fixtures, or equipment. Any of these items shall be placed within ONE (1) foot of the interior surface of any display window of the premises facing a street. However, the display window must not materially impair the visibility of the interior of the premises. No outward facing video or blinking illumination, or any motion graphics will be allowed.

SIGN SIZING-It is recommended that the retail tenant maximize the size of their primary corporate identity sign and utilize the most space available for sign area in the permitted sign location zones. Maximizing the size of all of the identity signs will provide for a consistent signage scale across the entire building storefront.

APPROVAL PROCESS-The Landlord maintains the final approval rights for all proposed designs for retail store-fronts. This includes all signs, graphic elements, window displays and all lighting effects that are viewable from the outside of the storefront. No attachments or penetrations of any kind shall be made to the building prior to written consent of the Landlord. The tenant shall be responsible for field verifying ALL attachment points and power/conduit locations. All graphic/sign proposals shall contain sufficient sketches, renderings, models and descriptions as needed to sufficiently explain the proposed graphics/signs to the Landlord team. All submissions must be made in writing. The Landlord team may approve the proposal and approve with changes or deny for re-submission to the Landlord. The tenant is responsible for obtaining the required city permits/permissions to in-stall the proposed graphics or signs. The Landlord, upon approval of the Tenants graphics/sign package shall provide the Tenant with a "Management Control Letter." The letter shall include the Landlord's approach and location of the Tenants sign and graphics package. The letter shall also include a spreadsheet detailing the total square footage of signage allotted to the overall development and the square footage of signage allocated to each individual Tenant. The Tenant/Applicant shall attach a copy of the Management Control Letter to all ARB and City Sign Permit applications. Landlord maintains final approval right in the event that any other regulatory agency or board amends the previously approved package. Upon receipt of all proper permits, the Tenant is required to submit to the Landlord copies of all permits and the final approved signage and graphics design package. Any exterior improvements such as freestanding signs, benches, planters/pots and outdoor dining areas including tables, chairs stanchions and umbrellas also require approval by the Downtown ARB prior to installation or application for permits.

3. Final Master Sign Plan Submittal

A. Following City Council approval of the ARB minutes, and prior to issuance of the Major Certificate of Appearance Approval for this MSP, the applicant must submit a digital copy of the MSP that has been revised to meet the ARB Conditions of Approval to the Appearance Review Official. The final MSP will be added to the City's sign plan library as a reference document for sign permit reviewers.

4. ARB Approval

- A. Minor modifications to this ARB approval or the approved Master Sign Plan will require ARB staff review and approval. Major modifications may require additional ARB board approvals.
- B. ARB approval does not grant permission to fabricate and/or install. All necessary permits must be obtained prior to commencement of installation activity.

Jeff Arms MOVED to APPROVE the Consent Agenda Clarisse Gates SECONDED the Motion, which was voted upon and PASSED by voice vote (6-0).

REGULAR AGENDA

- None

COURTESY REVIEW

- None

OTHER BUSINESS:

A. ARB Minor Reviews completed since the August 20, 2020 ARB Meeting:

ARB2020-10050- SunTrust Bank Sign
ARB2020-10051 -UCF Flying Horse Courtyard
ARB2020-10052-Ayurbeauty Window Signage
ARB2020-10053-The Great Greek Skyhouse
ARB2020-10054-Pattie-Lou's Donuts Signage
ARB2020-10055-Salvation Army Fence
ARB2020-10061-Reverse Angle Parking E Jackson St.

B. Creative Village Development Review Committee Projects for Approval.

No Items

ADJOURMENT:

THE NEXT MEETING OF THE APPEARANCE REVIEW BOARD WILL BE THURSDAY, **November 19, 2020**, AT 2:00 PM

Chairman Patrick Panza adjourned the meeting at approximately 2:14 p.m.

STAFF PRESENT

Sarah Taitt, Assistant City Attorney II
Richard Forbes, Appearance Review Official
Doug Metzger, Chief Planner
Kyle Reynolds, Economic Development

Jason Burton, City Planning
Gabriella Isaac, Recording Secretary
Walter Hawkins, Executive Secretary

Walter Hawkins

Walter Hawkins, Acting Executive Secretary



Gabriella Isaac, Recording Secretary